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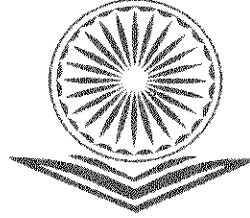
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# 1. A Study on the Growing Scope of Event Management as a Career

**Ruhi Main**

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**Satyam Tiwari**

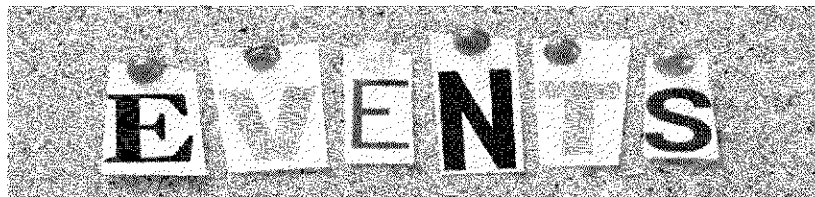
Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

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## Abstract

Event management organization deals with lots of hurdles and challenges. They have to organize various projects for clients with different tastes and requirements according to the occasion and location. And as for the current time they also have to follow covid guidelines it all depends on them to provide adequate gathering space so that there is no violation of rules and regulations. Also being in the budget given by the client. As this is also a very risky when it comes to budget, if there is no proper management and experience in the field it may cause harm to the firm in financial and goodwill state. People have huge expectations in a very less budget which causes chaos in the workflow of the company.

As a marketing communication tool, events are becoming increasingly crucial for business. Event management is an Interdisciplinary task that is addressed in a wide range of domains. In practise and research. Modeling languages, such as the eventdriven process chain (epc), can substantially contribute to the systematic design of event management systems since thorough preliminary preparation and accurate execution are particularly critical for events. As a result, in the form of an epc reference process model for event management, this article will give recommendations for an application system and organisation architecture.





**Keywords**

A professional events manager knows exactly how to deal with the stressed-out bride, her domineering mother, and the touchy-feely uncle. If you can make a proper use of your knowledge you can deal with any situation. For that knowledge you cannot rely to a single source, rather than having a single source we have to multiply our sources it could be either internet, books, newspapers, blogs, etc. Knowledge is the only key to your eternal growth and development.

**Introduction**

This is a field in which everything is prepared on a Future basis. And amenities changes within weeks. If you have quoted for a price and everything is final and you receive the project. When the time of the event arrives suddenly costing of commodities increases this destroys everything that you have planned that's the reason you must possess certain experience and knowledge on seasonal basis. Seasonal costs analysis can provide you a good place for doing business and creating a goodwill of the firm.

**Objectives of the Study**

1. To study the growing scope of event management as a career.
2. To create awareness among the people.

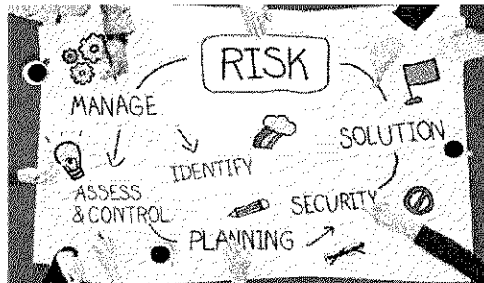
**Research methodology**

As event management has become a trend among the youth of the country which generated a large competition in the market and where there is competition there should also be sources by which one can win in the competition. Ample of things are needed to be checked while presenting it into the market. Something should be unique in it so that you stand out in the market. The market dominator always checks the routes before stepping in. Proper execution of plans results into firms and societies growth. When it comes to business profit is the main motive but also there should be a thought of providing service to the society there should be a proper balance between all the aspects of business and society. Events mainly consists of society social gatherings are the base of event management. If the consumers are happy and satisfied by the service or commodity that you provide then your business is on right path and if not then you have to take under consideration research and feedback policies. Feedbacks are the best gift to you by your customer it gives you a second chance to fix your mistakes. Quick grievances and fixation in a company leads the firm towards right path.

**Main Content**

Event management strategy it is widely recognized that events Present opportunities as a powerful economic and tourism Generator, while bringing a range of social and community benefits To the host destination. The main drivers of this strategy are the Cultural, social and environmental benefits of community events. A clear vision is needed to give business Direction into the future. Hence the development of an event Management strategy for irwin. In The development of this strategy our objectives are

1. Acquire a good knowledge of the events and existing places;
2. Clarify the role and responsibilities of the event management company to support and organize events;
3. Develop a sustainable and results-oriented event program that maximizes the potential of our participation in events;
4. Integrate the cultural, lifestyle and environmental factors of the destination into the program of events;
5. Pursue the campaigns which support the events and contribute to the global marketing of the destination.

**Findings**

There are various techniques for event managers to have better events some of the techniques are as follows

**1. Get Yourself a Website**

No matter what you need a website now a days. Websites helps you to reach throughout the world. It helps you to reach a large number of audions who will offer you opportunities that you have never thought of. Websites are very cheap now a days to promote your business online. Online culture is on trend india on a large scale.

## **2. Provide Value to the Customers**

Customers are the people who can take you either in sky or to Ground. So treat your customer with proper resources. If you make them feel that the money they invested on you was totally worth it will help you to conduct a good review in the market.



## **3. Social Media Marketing**

Social media platforms are the wings for the business. It is a platform where you can introduce your service directly to the public free of cost. You can provide event portraits, videos, etc. On your social media handle.

## **4. Learn to Change According to the Situation**

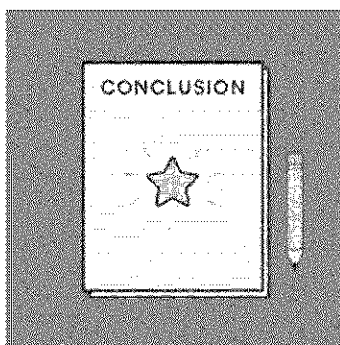
During the pandemic we all have seen many businesses closed down and also doing up. The companies who were shut down were not prepared to change according to the situation and who were not were prepare. So we have to be on the good side means on the Fortunate side.

## **5. Set Future Goals and Plans Accordingly**

Goals are like positive energy for one to develop and explore new opportunities and businesses. New actions take you towards the path of accuring goals but goals can only be achivied by planning accordingly. Planning also consist of actions. Right actions at the right time helps in achievement of goals.

## **Conclusion**

If you're new to event planning, you'll need to hire a business that specialises in it. This will assist you in planning a great event and Gaining a better understanding of the creative aspect of it. You can look for the greatest one online, through a friend's recommendation, or by yourself. You can easily conduct an internet search or contact anyone who organises any type of event to discuss this matter.



-----being an occasion control business enterprise; we've got many obligations and obligations to fulfill. The obligations and obligations of the occasion control business enterprise are too many in comparison to different fields. This is due to the fact if we do now no longer set up the activities in a right manner it can cause divorce in consumer dating and that might honestly damage the picture of the business enterprise. Moreover; if any mistake takes place then there's no hazard for correcting it for lengthy time, so it turns into steeply-priced for the organization to accurate its mistakes.

Every event, no matter how little or large, has a budget. It's critical to create a business plan and keep your spending under control, regardless of the size of the project or the number of events you want to host. Having a final payment deadline can help you stay on track with your budget. Make sure your customers are aware of the policy and when they must pay. Although you can re-evaluate your expenditures as the occasion approaches, sticking to your original allocated amount is easier.

### **Suggestions**

#### **1. Define your Goals.**

If you're working with an event planner, she might send you a list of goals to accomplish. If not, collaborate with your customer to develop precise event objectives. Make these objectives as specific as you can. What number of automobiles do you want the parking attendants to move each hour? How many questions do you think you'll be able to cram into a single question-and-answer session? Wherever possible, use numbers.

#### **2. Begin Planning right away.**

The sooner you can confirm an event's information, the better. Start calling as early as a year ahead of time to secure your venue and take advantage of vendor early-bird deals. While it's

necessary to make flexible agreements at this stage (you don't know how many people to expect, after all), contacting venues and vendors early on saves you time, money, and headaches.

### **3. Work out a Deal with Vendors.**

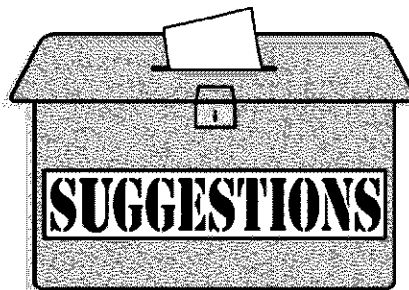
Every event is unique. Vendors are aware of this, which is why many offer customised services with a range of pricing options. Instead of getting an estimate from a vendor, find out how much you're willing to pay and then offer the vendor 5-10% less. Even if the vendor raises the price, you'll stay on budget and, in many situations, save money this way.

### **4. Perform a Practise Run.**

From high-stakes performances to high school award presentations, every event demands a practise run. A week before the event, do a rehearsal with employees, volunteers, and (if feasible) presenters. This allows you enough time to make significant adjustments to the event programme while also allowing staff and volunteers to prepare ahead of time. During the rehearsal, test every technologies.

### **5. Pay Attention to what others have to Say.**

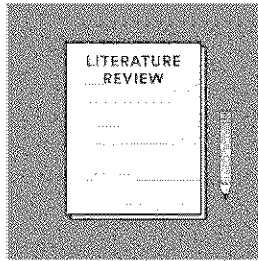
Understanding the participant's experience is crucial to running a Successful event. Focus on the participants as much as your tasks allow on the day of the event. Look around the room. Engage in conversation with others. Real-time feedback surveys can be used to collect data.



## **Literature Review**

Project management is linked to event management (also known as Event planning). Festivals, conferences, sporting events, communitybased events, charity events, educational events, and leisure activities are all examples of project management in action. Prior to launching the event, ramsborg et al. (2008) state that event management entails recognising the audience, studying the brand, arranging the logistics, and coordinating the technical parts. According to ziakas & boukas (2014), event management involves a variety of sectors, and each part is documented differently. Allen et al. Had already noted this in previous investigations (2011).

According to them, the event or catering manager, who is also in charge of large internal activities and events, manages business Events in hotels. They also state that events can range in size from Small gatherings of less than 10 people to massive conventions with vast groups of people that may necessitate the use of resources of the metropolitan area as a whole as a result, the event management Sector must show diversity when planning and executing these Events (allen et al. 2011).



Business events, on the other hand, differ from festivals, cultural, and sporting events in that they require different resources, are handled differently, and create distinct outcomes (barrows et al. 2012). (barrows, powers & reynolds 2012). Conventions are the most important business gatherings. Conventions, according

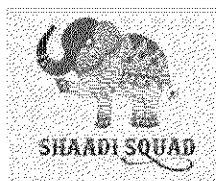
To barrows et al. (2012), are official gatherings of one or more groups and corporations within a certain industry who assemble at predetermined locations to engage in or discuss similar topics. Meetings centred on the profession, fandom, and industry are the Most common. Furthermore, according to sugden (2011), trade conventions focus on a certain industry or industry segment and include prominent speakers, vendor exhibits, and other information relevant to the group or gathering. They believe that such events are organised by the community or society in order to promote a particular topic. Sales and events based on guest celebrities and pop culture are common at fan gatherings.

## Refernces

### 1. Tantraa Events



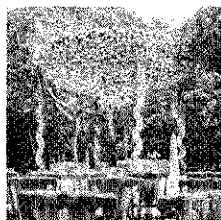
## 2. Shaadi Squad



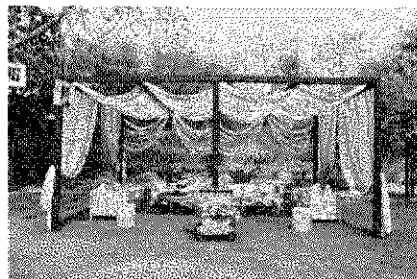
## 3. Abhinav Bhagat Events.



## 4. The Doli Diary



## 5. Devika Sakhuja.



## 2. A Study on Women Changing Employment to Entrepreneurship

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### Abstract

Women's entrepreneurship research has exploded in popularity in recent years, earning widespread acceptance among academics and, most importantly, leading to a better knowledge of all the elements that contribute to women's difficulty in starting their own business. This document aims to make a contribution to the field of research by conducting a systematic review of the literature on the subject. Using the Scopus database, researchers looked at 2,848 peer-reviewed articles published between 1950 and 2019. It was feasible to define the current state of research on the international scene through the application of a set of bibliometric indicators. According to the findings, it is a multidisciplinary field of study that has been growing in popularity since 2006.

**Key Words:-** Entrepreneurship, Women, Literature Review, Gender Gap, Female Entrepreneurship, Barriers, Work-Family Balance, Economic Development

### Objectives of the Study

1. To study about women's perspective to switch from employment to entrepreneurship.
2. To create awareness among the people.

### Introduction

Female entrepreneurs are the fastest-growing type of entrepreneur in the world, and they've gotten a lot of attention from academics in recent years. According to new research, women can contribute significantly to entrepreneurial activity (Noguera et al, 2017; Echevarria et al., 2019) in terms of job creation and GDP growth (Bahmani-Oskooee et al., 2013; Ayogu and Agu, 2015), with positive effects on poverty and social exclusion (Langowitz and Minniti, 2007; Rae, 2015). However, women are less likely than men to pursue an entrepreneurial



profession (Elam et al., 2019), and this disparity grows as the country's degree of development rises (Coduras and others, 2019).

The importance of economic and regulatory settings is highlighted by a theoretical framework utilised to explain this disparity (Estrin and Mickiewicz, 2011). The first pertains to the importance of property rights in supporting a productive entrepreneurial activity. Property rights, in general, facilitate access to resources, and women are particularly limited in their access to the economic resources required for entrepreneurship in many institutional contexts (Brush et al., 2009), as entrepreneurs must rely more on informal networks that are typically dominated by men (Aidis et al., 2008). Men can also be more effective in some situations due to gender-defined social positioning.

The second examines a set of government-imposed rules and restrictions, such as welfare and system taxes. According to certain studies (Parker, 2009; Aidis et al., 2010), a larger state sector discourages entrepreneurial activity. As a result of their direct impact on expected profits from entrepreneurial activity and opportunity costs, tax and social security provisions might influence entrepreneurial entry. High levels and growing marginal tax rates might diminish the potential for opportunity-oriented entrepreneurs, whereas higher levels of social assistance give alternative sources of income and, as a result, can reduce entrepreneurship incentives by boosting alternative salaries. This appears to be especially relevant in the case of women, as there is a large state sector dedicated to providing security, educational services, health care, and housing for women.

However, even in nations with similar economic situations (Minniti, 2010; Dheer et al., 2019), there is still a gender gap when it comes to launching a business, prompting requests to broaden the scope of explanatory variables (McGowan et al., 2015).

According to this logic, empirical evidence suggests that a woman's decision to start a business is influenced by her socio-cultural background (Ahl, 2006).

The social roles and stereotypes that are traditionally allocated to men and women can be portrayed as a first theme of analysis beneficial in explaining the gap between men and women in entrepreneurship.

Stoller coined the concept gender to define people based on their basic bodily features, which would affect their behaviour.

According to the literature, entrepreneurs are described as aggressive and high-risk proclivities (Bird and Brush, 2002), as well as more socially inclined to achieve and obtain economic benefits, an image that does not fit women (Ahl, 2004; Dileo and Pereiro, 2019), who appear to be more concerned with care and the emotional sphere, and thus in pursuit of social value.

In addition, in an examination aiming at determining how academics contribute to the continuation of stereotypes regarding female entrepreneurship, Ahl (2004) discovered that women entrepreneurs were perceived as second-class citizens in all of the texts examined. The reasons behind this "negative image" are still being debated around the world, with no clear answers. This stereotypical, male-centric perspective is discouraging.

Females are 63 percent less likely than males to receive external risk capital, according to a study by Guzman and Kacperczyk (2019), with gender disparities accounting for the majority of the disparity.

The social construction of the entrepreneur as a self-sufficient and stereotypical man brings into question a second theme of analysis that can be restrictive for women, namely women's perceived responsibility for the family/work conflict (Jennings and Brush, 2013; Neneh, 2018). Women who prioritise their families have unfavourable work behaviours. As a result, women entrepreneurs find it more difficult to strike a balance between work and family, which is a major roadblock to their enterprises' growth.

In this regard, the study by Rembulan et al. (2016), which compared work-family conflict between women who work as employees (98 employees) and women who work as entrepreneurs (91 entrepreneurs), found that most female entrepreneurs have very low conflict in all aspects: time, tension, and behaviour, in contrast to women who work as employees, who have higher conflict. One explanation could be a discrepancy in the annual income received. In particular, the higher the wealth, the less stress from work-family conflict.

Women's motivations and expectations about entrepreneurship, and how it truly provides a better "balance" between family and work, have received little consideration in the literature. McGowan et al. (2012) performed a qualitative research with 14 Northern Irish women as they built and managed their enterprises while balancing family obligations. The findings revealed that the motive for venturing was a desire to reconcile family duties with a goal to gain personal independence, thanks to the greater flexibility that defines this sort of work.

However, entrepreneurship provided only a partial solution. It has functioned as a catalyst for some women to take a positive step they had been considering for some time. The negative reality of the situation, on the other hand, These women faced significant obstacles as a result of their employment. Obtaining and maintaining an acceptable balance between their family and professional life has remained a persistent problem and source of stress for the majority of them.

Furthermore, because of disparities in access to various forms of money, men and women are unable to engage in the same entrepreneurial activities. The difficulty in gaining support (institutional, family, and financial), fear of failure, self-assessment of the gender gap, and adverse social attitudes, for example, are all difficulties raised by Johansen (2013). Fear of failure and self-efficacy, according to Noguera et al. (2013), are key factors that prevent women from pursuing a business profession. In recent years, several authors have reached similar results (Wieland et al., 2019).

### **Research Methodology**

This systematic review of the literature is being carried out in order to contribute to the systematisation of scientific research on the relationship between entrepreneurship and women. In this regard, we employed the Scopus database, which is well-known in the scientific world and currently holds more than 27 million abstracts, making it the largest collection of scientific literature (Burnham, 2006).

The following inclusion criteria were used to make the final selection of articles: I peer-reviewed scientific articles, which are considered reliable sources of information. All articles on the year 2020, as well as pieces written in languages other than English, conference presentations, book and thesis chapters, and so on, have been removed. Although this may appear to be a constraint because some scientific contributions have been removed, we believe it is an effective strategy to ensure the quality of the work due to their academic credibility and the rigorous review processes that are normally followed (Nicholas et al., 2015).

To depict the overall landscape of female entrepreneurship, descriptive statistics were used in the investigation. VOSviewer software version 1.6.10 (Van Eck and Waltman, 2010, 2014) was also employed, which is a bibliometric technique that allows for the graphic representation, identification, and classification of groups in an associated strategic matrix based on similarities and differences (distance based mapping). Although the author's subjectivity may influence the qualitative examination of the book, this method overcomes this issue. Using the

authors' own keywords reduces the distortion caused by subjective variables; additionally, the graphic creation of maps allows for the examination of deep relationships between variables, which aids in a better understanding of the nature of a research field, becoming an indisputable analysis.

### **Main Content**

We used keyword co-occurrence analysis to uncover significant subjects within the women entrepreneurship knowledge base to get an overview of the main avenues of research (Figure 7). The topics examined most frequently by women entrepreneurship researchers cohere into six themes, with a minimum of 10 co-occurrences per keyword and a total of 40 keywords. It's vital to remember that if an article contains terms from many groups, it could be assigned to different groups based on the analysis. Table 3 displays the various groups.

According to the findings of "front research," there has been a shift in interest in foreign research during the last decade. As a result of watching the financing and capitalization of women's enterprises, there has been an increasing emphasis on more sensitive topics, necessitating the creation of a separate field of research to investigate women's entrepreneurship (De Carolis et al., 2009; Davis and Shaver, 2012). In this regard, a study conducted by Dawson and Henley (2015) discovered that the gender disparity in starting a business is linked to women's lower risk attitude. According to Dawson and Henley (2015), the low proportion of female entrepreneurs is linked to a fear of failure, a lack of confidence in their abilities, and a perception of weak social support. In addition, Mishra (2015) found that self-confidence, the availability of assistance and institutional support, as well as the ability to access loans and social networks, are all characteristics that encourage female entrepreneurs in a comprehensive study of 48 articles. Alam et al. (2011) reported similar results a few years earlier, highlighting the interplay between personality traits (self-efficacy and risk propensity) and contextual factors (social media and professional). These elements, which are essential for a long-term business, are especially important for female entrepreneurs.

Many scholars have studied female entrepreneurship and its constraints in recent years, particularly in poor nations (cluster 1, in red) (Gautam and Mishra, 2016; Raghuvanshi et al., 2017). The importance of discussing emerging economies is critical, as the reasons that contribute to women's limited participation in economic activities appear to be different in developing economies than in industrialised nations. One could argue that women in affluent

countries have a better chance of finding suitable occupations than women in underdeveloped countries, who are more likely to face gender discrimination and unfriendly work settings (Kirby and Ibrahim, 2011; Salamzadeh et al., 2013). Women entrepreneurs confront larger challenges in these nations, according to research (Panda, 2018; Abou-Moghli and Al-Abdallah, 2019), and their entrepreneurial ventures are often discouraged (Kapinga and Montero, 2017).

Gender discrimination, conflict between family and job, limited access to resources, a lack of training, and personality differences are among the restraints experienced by women, according to Panda (2018)'s thorough study of 35 papers from 90 developing countries. They are particularly afraid of chances and isolated in their entrepreneurial endeavours, displaying a lack of self-confidence and an excess of uncertainty. Raghuvanshi et al. (2017) investigated the various barriers that female entrepreneurs face, which can be summarised as follows: a lack of education, experience, and training opportunities; limited spatial mobility; lack of family support; lack of institutional support; and difficulty obtaining financial resources. In their study, Mirghafoori et al. (2010) noted a number of challenges experienced by women entrepreneurs in Iran as a result of financial institutions' lack of faith in women.

Although access to money is the most pressing necessity for women's liberation in Nigeria, other issues, such as the high failure rate of political support programmes, come into play, according to Okoye (2013). Female entrepreneurs in impoverished nations have intrinsic challenges due to limited access to funding and a lack of institutional support, according to Santoni and Barth (2014). Other investigations in Iran have reached similar conclusions in the past (Galard, 2005; Sarfaraz and Faghih, 2011). Yogendrarajah and Semasinghe (2015) showed a statistically significant association between the development of entrepreneurship and the microcredit programme in a study done on a group of Sri Lankan women. Increasing women entrepreneurs' risk management and self-efficacy awareness, contributing to the family economy, enhancing their quality of life, and, last but not least, reducing gender inequities are all benefits of expanding their access to finance. This scenario can include studies that focus on human and social capital (cluster 2, in green). Entrepreneurs need human and social capital resources, especially in the early stages of their business (Brush et al., 2002). High levels of human capital are positively associated to a company's performance and management, according to studies in this field (Millán et al., 2014). Klyver and Schenkel (2013) found that human capital is favourably connected with nascent entrepreneurship and has a favourable impact on both

objective factors such as starting a business and subjective elements such as self-perception and self-efficacy, based on GEM data from 41 countries. Social capital has also been identified as one of the most important supportive elements for female entrepreneurship in studies by Aldrich and Cliff (2003). According to a study by Ventura Fernández and Quero Gervilla (2013), having connections with support agencies affects women's self-efficacy and, as a result, their desire to engage in business activities. "informal capital" (family, emotional support, social network) has the biggest influence, despite the importance of formal social capital (policy backing, financing, and training).

However, whereas the link between intangible resources and women's companies has been well-documented in industrialised countries, research in emerging economies has been limited. We discovered a study that looked at the influence of human, social, and reputational capital on women's enterprises in Ghana as a result of our research. The findings revealed that all three types of capital have a favourable impact on corporate growth, but they also underlined the relevance of women's social networks in growing their enterprises and increasing the value of their intangible abilities (Sallah and Caesar, 2020).

### **Findings**

This research was funded by the Board of Education of the Junta de Castilla y León (ref J424), Spain.

### **Conclusion**

The goal of this systematic review was to look at the scientific literature on the topic of women and entrepreneurship. To do so, we looked at a total of 2,848 articles from the Scopus database (Scimago Research Group). Some inferences can be taken based on the findings.

As the data reveals, it is a relatively new field of study (the first article was published in 1950) that has piqued the interest of academics over the years, with an increase in the number of publications published in the last 20 years.

Furthermore, it is an interdisciplinary research subject that has an impact on business and management, as well as social and gender studies, economics, political science, technology, and innovation.

Furthermore, "front research" has demonstrated a shift in interest in the scientific community over the last decade, shifting away from the study of economic and political issues and toward the investigation of relevant variables that allow to bridge the male-female divide.

In general, six research lines that define the contemporary discipline might be identified. The importance of the family as a support for women entrepreneurs, particularly with regard to maternity management (cluster 4), which is closely related to cluster 1 that highlights the barriers that characterise women's access to the entrepreneurial sector, has received the most attention from academics and, as a result, a greater number of studies.

However, the cluster with the fewest papers published, according to our research, is related to feminist theories (cluster 6), followed by cluster 5, which is concerned with the relationship between social entrepreneurship and female entrepreneurship. The latter is likely due to the fact that it is a relatively new academic topic (the first publication was published in 2009), yet one that is always evolving. According to recent studies, social entrepreneurship is a very interesting field of study because the gender gap is greatly reduced because the roles and stereotypes that influence women's behaviour lead them to identify more strongly with the values present in social enterprises (Nicolás and Rubio, (2016).

Despite the fact that this work covers a vast number of publications, it is necessary to bring out some limits. First, alternative databases could be useful for expanding the body of literature and highlighting the differences and similarities with our findings. Using various bibliometric markers to continue investigating the research fields may also be of interest.

Future research should take into account the fact that an increasing number of women are involved in the growth of their firms, which goes beyond the initial stage of simple entrepreneurial intent. The difference between intention and behaviour was not taken into account in the publications included in this systematic review. It might be prudent to place a greater emphasis on this distinction, questioning if women in later phases confront the same specific challenges as those in earlier stages. Entrepreneurship entails more than just launching a business; it also entails the ambition and ability to run an existing business (see the case of family businesses). As a result, it would be useful to reflect on the difficulties women experience in growing their enterprises, particularly in terms of work/family balance issues, professional sector choice, and identification of opportunities, as well as the development of human and social capital. In this perspective, women's relevance stems not just from financial resources, but also from intangible resources (human and social capital), which are critical to corporate success in general and women in particular. However, research in this area appears to be sparse. A thorough

examination of female entrepreneurs in both developed and emerging economies could aid in a better understanding of how to best utilise these resources.

It could also be a reason for more contemplation, examining the problem of immigrant women entrepreneurs, the motivations that drive them to create businesses, the social ramifications of their actions, and how their gender influences the entire process.

From a purely methodological standpoint, we anticipate the use of a variety of quantitative, qualitative, or combined approaches, as this may provide a better opportunity to evaluate different subtleties and idiosyncrasies that are relevant to a deeper understanding of female entrepreneurship concerns. Similarly, the growing availability of huge data sets allows us to better understand the potential difficulties faced by various categories of female entrepreneurs (Fairlie and Robb, 2008). Comparisons between different female groups in social, cultural, and socio-family abstractions, with limited access to human and intangible resources, as well as financial resources, are relevant areas of research and analysis.

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### 3. A Study on Impact of make in India Campaign in the Indian Economy

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#### Abstract

Make in India is the flagship programme of the NDA government, with the goal of improving the indigenous manufacturing industry and attracting foreign investment into the Indian economy. Manufacturing is quite important in India. However, sound regulations and infrastructures are required in the areas of land acquisition, labour laws, power tariffs, transportation, and logistics. Although the government has expressed a desire to simplify the processes, practical implementation has been slow. The sheer willingness to spend on infrastructure and attract FDIs will not be enough to ensure the success of the Make in India programme. The government must concentrate on putting the plan into action. It should aim for improved implementation of the policies that have been decided. It is necessary to comprehend and address problems at the grassroots level.

**Key Words :** Make in India, Foreign direct Investments, Indian Economy.

#### Objectives of the Study

- To study in detail about MAKE IN INDIA CAMPAIGN.
- To create awareness among people.

#### Introduction

Make in India is the flagship programme of the NDA administration, which aims to enhance India's manufacturing industry and attract international investment. In his Independence Day address on 15 August 2014, Indian Prime Minister Mr. Narendra Modi cited the key phrase, and a month later, in September 2014, he launched the Make in India campaign with the goal of reviving manufacturing businesses and highlighting key sectors in India, amid concerns that

most business people are fleeing the country due to its low ranking in ease of doing business rankings.

The manufacturing sector currently contributes little more than 15% of the national GDP. The Make in India programme aims to increase manufacturing's contribution to 25%, similar to other Asian growing markets. The government hopes that by doing so, it would be able to create jobs, attract more foreign direct investment, and transform India into a globally sought-after manufacturing hub.

In many ways, the general elections of 2014 were a watershed moment in Indian political history. For starters, these were the first elections in in three decades in which a single party won a clear majority. Second, these were presidential elections, which resulted in a clear winner. Mr. Narendra Damodardas Modi, Gujarat's Chief Minister at the time, received the mandate. India's fastest-growing state. Mr. Modi was extremely well-liked by the business community. For his forward-thinking attitude to business and industry In fact, unlike caste, community, and other issues, these elections were generally contested and won with the growth of the country as the central issue. In keeping with his theme of growth, he was able to achieve this in less than three months after joining. On the 15th of August 2014, the Prime Minister introduced the "Make in India" project, and on the 25th of August, the Prime Minister inaugurated the "Make in India" programme. In a ceremony held in the nation's capital in September of 2014, The government wishes to attain the following goals. Growth of the manufacturing sector by concentrating on the development of sectors such as vehicles, power, and aerospace. Railways, textiles, media and entertainment, aviation, leather, and electronics are only a few examples of industries.

The national initiative aims to reduce red tape and promote innovation by implementing major bureaucratic reforms, deregulations, and public-private partnerships. It aims to create world-class manufacturing infrastructure and improve workforce skills. development in order to foster an atmosphere conducive to the formation of new businesses in the country of India However, while the aim is admirable, achieving it will be difficult. There are a variety of options. There are a number of roadblocks that the government will have to overcome before it can hope to achieve its goal. transforming India into a global manufacturing powerhouse

**Research Methodology**

The study relies heavily on secondary data. The information for this study was gathered from a variety of sources, including research papers published in journals, government websites, and other trustworthy websites.

**Main Content****Streamlining operations**

The Central Government has deregulated and de-licensed a number of sectors as part of an effort to make doing business in the country easier. Among the key measures adopted are the following

**In the following manner**

- Beginning December 3rd, 2014, the services of Central Government departments and ministries were consolidated under a single IT window - the eBIZ.
- Entrepreneurs can apply for industrial licences and memorandums online, 24 hours a day, 7 days a week, through the eBiz platform.
- The three-year validity period for industrial licences has been extended.
- Simplifying India's regulatory framework for conducting business. Both state and federal governments have issued advisories in response to this.
- A compliance checklist to be posted to the web site by all ministries/departments.
- It is possible to get environmental approvals and file taxes online.
- Direct foreign investment. The present administration has increased FDI limitations in a variety of areas, such as insurance and defence, from 26 to 49 percent in an effort to attract foreign investment in India. In medical devices, 100 percent FDI is permitted. telecommunications, single-brand retail, asset reconstruction firms, construction, and operations railway maintenance of some specified activity FDI was welcomed in a number of industries. Already approved activities have been moved to an automated process, similar to petroleum refining. by government agencies, stock exchanges and depositories, and power exchanges.
- India's Skill Our honourable Prime Minister launched "Talent India" on the occasion of "Youth Day" on July 15, 2015, with the goal of "making India the world's skill capital." As a result, the national policy on skill development and entrepreneurship for 2015 has been developed. was made public The policy's goal is to equip India's youth with'speed,

agility, and flexibility.' standard (quality) and to connect the skilled with demand centers'(National Policy for Education and Training). Skill Development (Skill Development) is a term used to describe the process of developing Aside from skill development, however, there should be a focus on designed to provide our children with a high-quality education.

- Cities that are "smart." The government has put in place a plan to construct a hundred smart cities around the country, as well as modernise existing mid-sized communities. Smart cities would include high-tech communication capabilities, as well as 24-hour water and power. water, garbage, and public transportation, as well as pedestrian and biking paths recycling. The government has set aside INR 7 billion (and more) (Kumar, 2015). The business sector is expected to contribute to this project. The strategy for the Dholera, Gujarat's first such city, is already constructed, and land acquisition is underway. It has been started. These eco-friendly cities will mostly be built along the Delhi-NCR corridor. The Mumbai industrial corridor is predicted to increase industrial output and double the number of jobs in the city. opportunities for employment.

Automobile Industry Industry-Specific Initiatives The Indian automobile industry employs about 19 million people and accounts for 7% of the country's GDP. India is currently the seventh largest country in the world. It is the world's largest automobile manufacturer, producing 17.2 million vehicles every year. The To encourage study in this field, the government has suggested awarding a number of grants. the provision of tax incentives to private players for the establishment of R&D facilities The government is to blame. NATRip (National Automotive Technology Research and Development Program) research and development facilities have also been established. Testing and R&D Infrastructure Projects) to help this sector's R&D and growth. Further to stimulate international trade, 100% FDI has been approved through the automatic route the sector's investment.

- The aviation industry. India's aviation market is the world's biggest untapped resource. When compared to the per capita trips in the United States, which are roughly 2 trips, India's per capita trips are approximately 0.04. The rising middle class, on the other hand .The increase in the middle-class population from 160 million to almost 260 million in 2016 would result in a .The aviation industry will benefit.

The government of India has allowed 100 percent FDI under the automatic route for green field airport developments as part of the Make in India drive to help the aviation sector grow. Similarly, brownfield airport developments are eligible for 74 percent FDI under the automated method and 75 to 80 percent FDI under the manual approach. It is permissible to use 100 percent of the time with government approval.

- In terms of airline development, the government has permitted 49 percent foreign direct investment (FDI) for domestic scheduled passenger airlines. For NRIs, however, 100 percent FDI is permitted. Furthermore, 100 percent FDI is permitted in all aviation technical institutes and flying schools. Maintenance and repair schools, as well as training colleges.
- Industry of Electronics Design and Manufacturing The following goods make up the electronic systems, design, and manufacturing (ESDM) industry around the world:
  1. Computer workstations
  2. Notepads
  3. Cell phones
  4. Watching television (flat display)
  5. Photographic cameras
  6. Inverters/Uninterruptible Power Supplies
  7. Servers and LCD monitors Memory cards and USB drives are number eight on the list.

The ESDM sector is worth 94 billion dollars and is increasing at a rate of about 10% per year. Listed as one of the world's fastest growing industries.

The Indian electronic manufacturing industry has a lot of potential to grow since it has a huge pool of talented scientists (the world's third largest) and skilled workers in the electronic design business. However, according to a recent survey, there has been an increase in the number of women in India. Computing machinery, television, radio, communication, and other products have a negative growth rate. equipment for accounting As a result, taking into account the industry's potential as well as the country's needs; The Indian government has set a goal of attracting at least \$100 million in investment.

### **Conclition**

Mr. Modi's government came to office with high hopes from its citizens, particularly the nation's youth, who think that the Make in India project will empower them, encourage them to

dream big, and provide a platform for them to realise their dreams. There is a whole army of them. Mechanical, electrical, and industrial engineers, as well as a pool of educated people in diverse fields, are all needed. additional regions that have yet to be explored or are underdeveloped The jobs created as a result of this They will be able to produce high-tech manufacturing centres as a result of this programme.

There is a long road ahead of us, and only time will tell how effective the administration will be in this endeavour. For many years, the manufacturing industry has been in decline and has been overlooked in the rush of progress. This initiative has already begun. to resurrect the manufacturing industry stringent business laws, a lack of resources Despite agreement on land acquisition legislation, a scarcity of competent labour continues to stymie us. However, the administration has demonstrated its commitment to overcoming these obstacles by introducing e-governance, skill India, smart city development, and other industry-related initiatives There is a ray of hope at the end of the tunnel thanks to special measures. If these projects are carried out in their entirety, We will undoubtedly have many more successes if we keep this spirit.

### **Literature Review**

(2018, Bhatia & Agrawal) States that the government has been very effective in presenting India as a worldwide manufacturing hub, not just through slogans and advertising, but by tiny efforts made in every sector of the economy. These minor efforts, ranging from decreasing export requirements to establishing an Investor Facilitation Cell, have been the driving force behind and are at the heart of the campaign. It is also clear that the campaign has significant implications for India's future, and that it must be pursued with same zeal in the coming years.

(2018, Sahoo) The government's actions are aimed at opening new industries to foreign direct investment, increasing the sectoral limit of existing sectors, and simplifying other FDI policy conditions. FDI policy reforms are intended to make conducting business easier and to increase the rate of foreign investment in the country. The overall picture of Make in India and FDI was a good invitation to potential investors from all around the world. It entails a comprehensive overhaul of systems and policies. Previously, the Indian government operated as an issuing authority, but with the advent of Make in India, it has begun to operate as a business partner.

Make in India is an ambitious undertaking, according to (Aneja, 2016), but it is one that India desperately needs to kickstart and continue its growing pace. It is possible to achieve this goal by implementing policies that are consistent with this goal. India might become a global manufacturing powerhouse. He stated that the Make in India concept will undoubtedly boost the Indian economy and assist to address important issues such as poverty, unemployment, and low per capita income, as well as share the government's responsibility.

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## 4. A Study on Issues and Challenges of Women Empowerment in India

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### Abstract

Women empowerment means empowering women through promoting women internal feeling of Being good enough and worthy of love and belonging from others and let them choose their own and their right to influence. Based on data from various sources the current paper attempts to analyze the status of women empowerment in India using various indicators such as women's household, decision making power, financial autonomy, freedom of movement, political participation, acceptance of unequal gender roles, media exposure, access to education, and experience of domestic assaults. Despite the government's efforts, the survey finds that Indian women are largely powerless and have a lesser status than men. In terms of education and employment, there is a gender gap. Women's decision-making in their home and their freedom of movement differ significantly depending on their age, education, and employment level. For one or another reason more than half of women believe that wife slapping is justified, women have a smaller voice in decision-making.

**Keywords:-** Empowerment, Education, Health, Indian Constitution, Socio-economic challenges.

### Objectives of the Study

1. To study issues and challenges of women empowerment in india.
2. To create awareness among the people.

### Introduction

Empowerment refers to the power bestowed on women who share equal rights. The concepts allude to women's liberation from socioeconomic dependency constraints. Women account for roughly half of the country's population, and the majority of them remain



economically dependent on one another in the absence of employment. In the age of feminism, a small number of women in India have gained the freedom to use their free will and carve out there is a significant divide among women in this country who require positive encouragement. Women are still denied basic education in most of Indian villages and semi-urban towns, and they are never allowed to continue education after gaining the necessary knowledge. Women are known for seamlessly performing several duties throughout the day, and they are consequently regarded as the backbone of every civilization.

### **Research Methodology**

The current research paper is both descriptive and analytical in nature. It attempts to analyze the challenges and issues of women empowerment, as well as government laws and initiatives that are needed to empower women. It is based on information gathered from literature. Journals, publications, research pieces, and government records are all examples of sources.

### **Main Content**

As India's economy develops, there are calls for it to focus more on social and human development, notably women's empowerment. Women empowerment is defined as "advocating for women's and girl's' human rights, battling discriminatory behaviour, and challenging the roles and stereotypes that perpetuate inequities and exclusion, " according to this document. Women's empowerment is a crucial component of achieving gender equality, in which men and women have equal access to education, healthcare, economic engagement, and personal growth. While Scandinavian countries like Iceland, Sweden, Finland, and Norway have made progress in closing the gender gap, the Middle East, South Asia and Africa still have considerable economic and social gaps. The journey of India's women's empowerment has had its highs and lows. It has made progress by rectifying international treaties and developing domestic laws aimed at reducing gender disparity. There is a huge gender gap in India because of it the crime rate against women is high. The government has made it possible for foreign organizations to collaborate with state governments, local non-governmental organizations and private businesses on a variety of programs aimed at assisting women from various socio-economic backgrounds. In India, women account for 29% of the labor force, down from 35% in 2004. In India, more than half of women's employment is unpaid and almost all of it is informal and unsafe. Most industries, including business leadership, are underrepresented by women. Despite accounting

for about 40% of agricultural labor, they hold only 9% of India's land. Women are likewise barred from participating in the formal financial system. Nearly half of Indian women do not have access to a bank or savings accounts for personal reasons and 60% of women do not possess any valued assets. It's no surprise then, that India's contribution to GDP by women is 17 percent, compared to the global average of 37 percent. Women also have a lot of bodily insecurities.

Table 4 - State-wise List of NGOs

State	Performing NGOs	% age of NGOs working for Women Empowerment*
Andhra Pradesh	32	68.6
Arunchal Pradesh	4	100
Assam	38	81.8
Bihar	18	100
Chandigarh	7	57.1
Chhattisgarh	7	100
Delhi	136	51.8
Goa	1	
Gujarat	16	93.8
Haryana	17	58.8
Himachal Pradesh	8	100
Jammu and Kashmir	2	50
Jharkhand	11	90.9
Karnataka	63	74.7
Kerala	12	75
Madhya Pradesh	12	75
Maharashtra	82	90.2
Mizoram	37	89.1
Meghalaya	2	
Mizoram	1	100
Nagaland	2	100
Orissa	72	87.5
Punjab	8	60
Rajasthan	25	92
Tamil Nadu	83	87.7
Telangana	20	75
Uttar Pradesh	61	86.9
Uttarakhand	15	73.3
Tripura	1	
West Bengal	37	73
<b>Total</b>	<b>811</b>	<b>77.8</b>

\* the area of work included women development or and empowerment

(Source: List of Performing and Non-Performing NGOs issued by Ministry of Women and Child Development, Govt. Of India)

A study of women empowerment among working women was undertaken in the capital region of Delhi, India. The capital city of Delhi, as well as the state of Uttar Pradesh, are the biggest offenders when it comes to workplace harassment of women. Despite government safeguards and Supreme Court directives, the number of incidences of sexual harassment recorded at workplaces in Delhi has increased significantly in the previous three years, according

to the Times News Network on October 21, 2008. Despite public outrage over the lack of protection for women in the city, the national capital remains vulnerable to the fairer sex, with a rise in the number of reported cases of crime against them.

In India, the percentage of crime against women is 53.9%. By 2025 it is anticipated that establishing gender equality in India will add US\$700 billion to the country's GDP. According to the IMF, equal involvement of women in the workforce will boost India's GDP by 27%. More than half of Indian women do not own cell phones, and 80% of those who do not use them access the internet. In the next five years, if as many women as males had phones, the firm could earn US\$17 billion. Women manage US\$20 trillion in expenditures and make or influence 80% of purchasing decisions globally. Despite these efforts, India's ranking in worldwide gender equality polls has remained stagnant over time. Articles 14 through 16 of the Indian Constitution, which went into force on January 26, 1950, guarantee equal rights for men and women. Discrimination on the basis of gender is banned. During India's Independence in 1947, women were awarded universal suffrage, long before women in several western countries were allowed the right to vote. After another South Asian state, Sri Lanka, chose Sirimavo, Bandaranaike in 1960, India became the second country in modern history to have a female leader, Indira Gandhi, in 1966. New Delhi has also made a deliberate effort to ratify important international accords aimed at ending gender discrimination. It is a founding member of the international labour organization (ILO), with 47 agreements and one protocol ratified. It ratified the convention on the Elimination of all forms of Discrimination Against women (CEDAW) in 1993 with minor reservations after signing it in 1980. The optional protocol to the CEDAW and the national Action plan on women, peace, and security have yet to be ratified. The dowry prohibition Act of 1961 and the protection of women from Domestic Abuse Act of 2005 were both passed in the country to make dowry and domestic violence illegal. In 2017, the government raised maternity leave for the private sector from 12 to 26 weeks under the maternity Benefit Act. The Women's Reservation Bill allocates 33% of seats in Indian policies to women at all levels. This is an endeavor to increase the number of women who participate in politics. The law was first introduced by the Deve Gowda government on September 12, 1996. The bill was pushed through by successive governments, but it took 14 years for it to pass the Rajya Sabha (upper house of parliament). The measure still needs to be approved by the Lok Sabha (lower house of parliament) and all the state legislatures. The Bill's introduction marked a historic attempt to

change India's gender demographics. The quota systems proponents claim that it is a vital step towards increasing women's effective and meaningful participation in politics. By incorporating women's voices in governance, it may be possible to speed up a process that typically takes decades, without concentrating on grassroots measures adopted by the government and civil society organizations, India's story on women empowerment would be incomplete. New plans, policies, and programmes have been launched by the federal and state government to empower both urban and rural women. Beti bachao Beti padhao (save the daughter, Educate the daughter), Pradhan Mantri Ujjwala Yojana (a scheme to provide gas connections to women from below the poverty line households), and Mahila -E- Haat are some of the flagship schemes launched by the Narendra Modi government to promote gender equality. In January 2015, the Beti bachao Beti padhao Yojana scheme was established to address the issue of a gender skewed ratio and increase the wellbeing of girls.

### **Conclusion**

When India became an independent state in 1947, it began a journey towards women's empowerment and gender equality. While legal reforms, human development, and grass roots initiatives have made tangible progress, New Delhi still has a long way to go in many areas of women empowerment. To close the urban-rural divide and ensure that women in rural regions have the same access to education, employment, health care, and decision-making as their urban counterparts, a more concerted effort is needed. Given that many hurdles to women's empowerment are ascribed to patriarchal and patrilineal traditions that are well ingrained in many South Asian civilizations, changing attitudes will be the most difficult issue.

We have many schemes, many programs for the purpose of women empowerment at every stage of administration, all we need is a good system and agencies for the implementation of these policies and programs. And if we can build up that system, if we can implement these programs then the goal of women empowerment can be achieved very easily through these programs.

We have various schemes and programmes for women's empowerment at every level of government; all we need is a good structure and agency to carry out these policies and programmes. And if we construct those structures, if we put these initiatives in place, we will be well on our way to achieving the goal of women empowerment.

"Arise and do not stop till the goal is accomplished"

Swami Vivekananda once stated. Thus our country should thus be catapulted into the horizon of empowerment of women and revel in its glory.

As a result, our country should be hurled into the horizon of women's empowerment and bask in its glory. An Indian woman can be anything she wants to be: a pilot, a doctor, an engineer, a rich entrepreneur, and more. That's how things have changed throughout time.

In terms of their economics, culture, and education, women are a reflection of our country. Women's status in Indian society has been contentious from ancient times. To grow and achieve the goal of empowerment, women's equality in decision-making and power sharing should be ensured at all levels. Avoiding gender discrimination on a social, political, and economic level will assist the country in achieving its goals. However, we still have a long way to go to reach the path of empowerment. Women's empowerment, we hope, will prove its usefulness in the coming years.

According to Swami Vivekananda, the treatment of women by men determines the nation's progress. Everyone in this country should get involved in determining and ensuring women's equality in all aspects of their lives.

In every field, women have proven to be superior to males. However, because they have been treated differently for so long and have been subjected to equality since ancient India, there are still gaps in the context of women's empowerment after so many years.

Women's are still subjected to gender discrimination and inequality in many sections of the country. Various programmes and policies aimed at assisting women frequently fail to reach them. We have a long way to go, but we will get there someday. We shall overcome.

### **Suggestions**

Laws should be properly understood, which means that they should not be limited to documents only, but that they should be implemented so that every woman is aware of her rights. All laws that have been altered to facilitate the detention, prevention, and punishment of crimes against women should be put into effect immediately.

Women's education should be made compulsory, and women should be encouraged to become literate, because they will not be able to exercise their rights until they are educated. Strict implementation of the schemes and policies for women empowerment should be done.

Awareness camps for women should be organized where they can become familiar with the framed schemes and policies and can take benefits of those schemes and policies.

**Literature Review**

An account of women Entrepreneurship Development in India: Challenges, Opportunities, and Future Prospects," by Chaudhary Neelam. The significance of women entrepreneurs to economic development is highlighted in this report. It also looked at the elements and policies in place by the government to encourage women to start businesses in India. Author Ashok Mitra discusses how despite a significant increase in literacy, the literary world has failed to keep up with population expansion (Ashok Mitra: 1979)

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## 5. A Study on the Emergence of Entrepreneurship Growth in India

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### Abstract

Entrepreneurship is a constantly changing and evolving process of vision, transformation, and creation. It necessitates the investment of time, effort, and enthusiasm in the development and implementation of innovative ideas and creative solutions. This study is based on a survey and analysis of secondary data gathered from relevant government and nonprofit organisation publications, as well as books, journals, magazines, and newspapers, as well as visits to numerous websites. Entrepreneurship growth strives to increase the number of entrepreneurs in order to speed up the creation of new businesses. This hastens the creation of jobs and the growth of the economy. Individuals who want to start or expand a business are the focus of entrepreneurship growth development. Entrepreneurs are involved in a variety of activities.

**Keywords:-** Growth, India, Innovation, Entrepreneurship, Economy, Ecosystem

### Objectives of the Study

1. To study on the emergence of entrepreneurship growth in India.
2. To create awareness among the people.

### Introduction

Entrepreneurship is a very old idea in which everyone who runs a firm is referred to be an entrepreneur. A more valuable definition of an entrepreneur is someone who sees a need and then gathers the necessary labour, materials, and capital to meet that need. Entrepreneurship has been defined as the mentality of taking measured risks with confidence in order to attain a predefined business goal. Resources are scarce in developing economies, and they can't be used to generate new products. Entrepreneurship is the act and art of becoming an entrepreneur, or

someone who pursues innovations or new product introductions, as well as financing and commercial acumen, in order to turn ideas into economic products. This could lead to the formation of new groups or the revitalization of existing ones in reaction to the situation.

Small Business/Small Scale Enterprises, often known as small and medium sized enterprises, are businesses with a headcount or turnover below specific thresholds. The definition of the industry has changed multiple times. With the passage of the MSMD Act iBased on their investment in plant and machinery for manufacturing enterprises and equipment for enterprises offering or delivering services, these categories of enterprises have been further divided into micro, small, and medium enterprises The maximum amount of money that can be spent on plant and machinery Entrepreneurship is thought to be an important factor in economic progress. New entrepreneurial activities are an important element of the creative destruction process, which promotes innovation, employment, and growth. While India has a long history of being an entrepreneurial country, it consistently performs poorly in global studies examining a country's entrepreneurial and business potential. On the other hand, on the most conservative basis, our domestic consumption, in virtually any sector, has the potential to at least double, if not triple, from current levels – perhaps just to catch up with China. Then there's the worldwide opportunity; the "Made in India" label is now a globally recognised brand, valued for quality, reliability, and competitiveness across a wide range of industries. Truly, with the country's economic reforms and the virtual elimination of all trade barriers,

### **Main Content**

For the first time, the Act defines medium sized businesses. Micro, Small, and Medium businesses are further divided into three groups. These businesses' investment limitations are as follows:

1. Manufacturing Enterprises: i) A micro enterprise is one with a plant and machinery investment of less than Rs.25 lakh; ii) A small enterprise is one with a plant and machinery investment of more than Rs.25 lakh but less than Rs.5 crore; and iii) A medium enterprise is one with a plant and machinery investment of more than Rs.5 crore but less than Rs.10 crore.
2. Service Businesses: i) A microbusiness is one with a capital investment of less than Rs.10 lakh; ii) A small business is one with a capital investment of less than Rs.10 lakh. There is extensive research done to understand the effect of entrepreneurship on economic development but there is limited research that looks into the effect of economic development and other



measures on entrepreneurship mostly limited to developed economies.

Entrepreneurship is the act of being an entrepreneur, which comes from the French term "entreprendre." Entrepreneurs gather resources such as inventions, capital, and business knowledge in order to turn ideas into commercial items. This could result in the formation of new organisations or the revitalization of existing ones in response to a perceived opportunity. The most obvious kind of entrepreneurship is the creation of new firms; however, the term has recently been expanded to cover social and political forms of entrepreneurship. When describing operations within a corporation or large organisation, it is referred to as entrepreneurship, and it might involve corporate venturing, which is when huge entities launch spinoff companies. **Increases National Income:** National income refers to the total output of all commodities and services produced annually, including all imports. The country generates goods and services in response to domestic demand and the number of exports. The demand for goods and services in the country grows in tandem with the country's population and personal income. The degree of export, on the other hand, is rising as a result of the urgent need for imports in other countries. As demand rises, the nation's total output rises at a rapid pace. Entrepreneurs also assist in encouraging the export of goods and services in order to bring in large amounts of foreign exchange reserves. Aside from that, the flow of foreign exchange lessens the need for import duties. **Economic Power Dispersal:** The emergence of market monopolies is caused by the limit and specialised industrial development.

### **Research Methodology**

The economic power in this country is concentrated in the hands of a few businesspeople. This carries the problems of monopoly and exploitation with it. Entrepreneurial development breaks down economic power and distributes it evenly among new and emerging entrepreneurs, thereby eliminating the monopoly of a few industries in the market. **Creating Large Scale Employment Possibilities:** Unemployment is the most pressing issue in any developing economy. Entrepreneurs have a critical role in providing employment possibilities for a big segment of the population. As the number of entrepreneurial firms grows, so does the number of jobs available on a small and large scale. With the growth of the economy, the number of employed people continues to rise. Organizations must be able to achieve efficiencies in today's global market because of the country's economic policy environment. It should enable entrepreneurs to give an organization's speed, flexibility, innovativeness, and strong

sense of selfdetermination a magic al touch, whether inthe public, private, or joint sector. They offer a fresh perspective to the table when it comes to acountry's economic development. The Second World War boom, which drew many innovat ive people frommany walks of life, including businessmen, artisans, and others, into the small industrial sector as entrepreneurs is credited with the expansion of entrepreneurship, particularly in the small scal e sector. Several talented workers formed small businesses using older machines and private funds duri ng this time. Entrepreneurs with a large scale of industrialization, such as Dirubai Ambani, arise. Globalis ation, and with it the Premjis, Narayana Murthys, Rajesh Jains, and others, arrive. In India, the entrepren eur has taken on several roles throughout the previous 60 years. The modern entrepreneur is a wealth c reator, a communicator, a change agent, an entertainer, and so on. The third millennium belongs to Indi an entrepreneurs without a doubt. In India, today's knowledgebased economy provides fertile ground fo r entrepreneurs. India is properly thought to have an outstanding talent pool with nearly boundless entr epreneurial potential. As a result, it's critical to commit to providing the ideal environment for the devel opment of successful entrepreneurs. India needs concentrate on the following areas in order to achieve this. Ensure that entrepreneurs have access to the right skills by creating the right environment for succe ss. An entrepreneur is a self made person who takes financial risks in order to start a profitable business. India has seen many start up success stories in recent years, including Flipkart, OYO, Ola Cabs, BookMyShow, Nykaa, Big Basket, an d Swiggy, to mention a few. However, not everyone who works for himself can call themselves an entre preneur. An entrepreneurial business is defined by its potential for growth and economic impact. Startups have emerged as our economy's growth engines." India's strength has always been its entrepreneurial spirit. Young people continue to forego better opportunities abroad in order to contribute to India's progress. They take chances and develop ground-breaking answers to lon standing issues... We value our youth's knowledge, abilities, and willingness to take risks. He has given up looking for work.

### **Literature Review**

Drucker (1985) Entrepreneurship and innovation often go hand in hand. Drucker already in 1985 linked entrepreneurship with innovation, by explaining that entrepreneurs use innovation as a tool in their work. Smallbone and Welter (2001) Entrepreneurs contribute to economic development in terms of job creation, innovation and external income generation

depending upon priorities and different stage of market reform. The authors suggested direct support to SMEs to overcome immediate difficulties to strengthen their potential for development and growth. Carland and Carland (2004) studied the impact of entrepreneurship on employment and economic development of United States. They found that firms with less than twenty employees have greatest impact for the decade of 1990's. They suggested that the firm has great potential.

There has been a lot of research into the impact of entrepreneurship on economic development, but there has been a lot of research into the impact of economic development and other metrics on entrepreneurship, mainly in developed economies. Drucker is a management consultant who specialises in (1985) Entrepreneurship and invention are frequently linked. Entrepreneurship and innovation were linked by Drucker in 1985, when he explained (2008) Entrepreneurship plays a critical part in the transition from a primarily traditional / rural economy to a contemporary economy. In industrialised countries, productivity rises as a result of innovation driven growth. The amount and quality of entrepreneurship are determined by self employment, startup, and the financing market.

Low entrepreneurial activity, they discovered, contributes to economic stagnation and even developmental gaps.

### **Objectives III**

1. To research and learn about the concept of entrepreneurship.
2. To investigate the role of entrepreneurship in the development of the economy.
3. To investigate the rise of entrepreneurship in India.

### **Conclusion/Suggestion**

Entrepreneurship is defined as “the professional application of knowledge, skills, and competencies, and /or the monetization of a new idea by an individual or a group of people by launching a new enterprise or diversifying an existing one to pursue growth while generating wealth, employment, and social good” (distinct from seeking self employment as in a profession or trade). In today's global economy, the country's economic policy environment must be favourable for firms to attain efficiencies. It should enable entrepreneurs to provide an organisation, whether public, private, or joint, a magical touch in terms of speed, flexibility, innovativeness, and a strong sense of self-determination. India's market is growing as a result of the IT revolution and technical advancements. Because every

niche product has the potential to sell in the markets, it is one of the world's fastestgrowing economies. Not only that, but people's income and spending power are continuously rising, prompting startups to locate their operations in India. Furthermore, the youth population is growing, with many of them under the age of 25. As a result, they desire to start a firm or business with big goals. Some even work for large international corporations to get experience and learn new skills that will help them become successful entrepreneurs. It is necessary to build strong capital and money markets. The public and private sectors should work together to enhance cooperation and coordination. Entrepreneurs could benefit from a more attractive tax framework... Non resident Indians and foreign investors should be encouraged to invest in India.

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## 6. A Study on Issues and Challenges of Startups in India

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### Abstract

On the one hand, India is rapidly becoming one of the world's largest markets, second only to China. Not just the thriving middle class, but also the rural economy, is experiencing tremendous growth in income and consumption. On the other side, India has a slew of major issues to address, including those in education, infrastructure, agriculture, logistics, retail, and healthcare. This is the most fertile ground for new businesses. Big firms want to profit from flaws rather than address them or change their existing business methods. Startups will be the ones to come up with novel disruptive business models to address India's problems. And this is where startups will have the most impact on the Indian economy. However, entrepreneurship is not for everyone.

**Keywords:-** Business Incubators, Ecosystem, Entrepreneurship, Start-ups, University

### Objectives of the Study

1. To study the issues & challenges faced in Startup India.
2. To create awareness among the people

### Introduction

India's ranking of 68th out of 137 countries by the Global Entrepreneurship Development Institute is a cause of great pride. When we look at the numbers, it appears that the performance is just mediocre. However, more insights into the phenomena may be gained by analysing performance according to predetermined criteria. Its strength areas, where it performs better than its total score, are product and process innovation, internationalisation, opportunity start-up, risk acceptance, opportunity perception, and fierce marketplace competition. Its performance in terms of human capital is basically in line with its overall performance. India's

USP, in a broader sense, is its ability to detect opportunities and take risks, which is linked to its product innovation skills and a favourable attitude toward globalisation, leading to the pursuit of economic growth.

### **Research methodology**

**Data Collection Method:** This study relied solely on secondary data; all information was gathered from a variety of sources, including websites and reports, and organised according to the study's requirements.

**Data Sources:** The study is based on publicly available information. The data for this study was gathered from a variety of newspapers, journals, articles, and websites, with a focus on NitiAyog and the Department of Industrial Policy and Promotion (now DPIIT). The Startup Outlook report of 2019, the DIPP's States Startup Ranking Report of 2018, and the Global Innovation Index 2019 Report have all been examined. Data from the above-mentioned report has been analysed, with representative figures used as needed.

### **Main Content**

#### **Startup India**

The Government of India announced Startup India as a flagship effort to catalyse the startup culture and build a robust startup ecosystem in India. The 2016 Action Plan emphasises the portal, which will be explored in further detail later in this article. India is an excellent mentor. Guide India is yet another government effort in which a group of well-known individuals has committed to mentor start-up discussions. The government is pursuing a two-pronged strategy in general. On the one hand, it is attempting to instill innovation and skills among schoolchildren through programmes such as "Atal Tinkering Labs," while on the other hand, there are other initiatives that cater to current entrepreneurs in order to facilitate their growth. These efforts are aimed at assisting startups, such as the flo award. a startup, to perks such as tax exemptions, incentives for ramping up the business, and government backing in India. Organizing Startup Fests for Showcasing Innovation and Providing a Collaboration Platform - To bolster the Startup ecosystem in India, the Government is proposing to introduce Startup fests at national and international stages.

- **Launch of Atal Innovation Mission (AIM) with Self-Employment and Talent Utilization (SETU) Program** - The Atal Innovation Mission will establish sector specific incubators and 500 'Tinkering Labs' to promote entrepreneurship, provide pre-

incubation training and a seed fund for high-growth startups. Three innovation awards will be given per state and union territory, along with three national awards, as well as a Grand Innovation Challenge Award for finding ultra-low cost solutions for India.

- **Harnessing Private Sector Expertise for Incubator Setup** - To ensure professional management of Government sponsored / funded incubators, Government will create a policy and framework for setting-up of incubators across the country in public private partnership.
- **Building Innovation Centres at National Institutes** - In order to augment the incubation and R&D efforts in the country, the Government will set up/ scale up 31 centres (to provide facilities for over 1,200 new Startups) of innovation and entrepreneurship at national institutes
- **Setting up of 7 New Research Parks Modeled on the Research Park Setup at IIT Madras** - The Government shall set up 7 new Research Parks in institutes with an initial investment of INR 100 crore each. The Research Parks shall be modeled based on the Research Park setup at IIT Madras.
- **Promoting Startups in the Biotechnology Sector** - 5 new Bio-clusters, 50 new Bio-Incubators, 150 technology transfer offices and 20 Bio-Connect offices will be set up in research institutes and universities across India. BIRAC AcE Fund in partnership with National and Global Equity Funds (Bharat Fund, India Aspiration Fund amongst others) will provide financial assistance to young Biotech Startups.
- **Launching of Innovation Focused Programs for Students** - An innovation core program targeted at school kids aims to source 10 lakh innovations from five lakh schools, out of which the best 100 would be shortlisted and showcased at an Annual Festival of Innovations, to be held in Rashtrapati Bhavan. A Grand Challenge program called NIDHI (National Initiative for Developing and Harnessing Innovations) shall be instituted through Innovation and Entrepreneurship Development Centres (IEDCs) to support and award INR 10 lakhs to 20 student innovations. Uchhattar Avishkar Yojana, a joint MHRD-DST scheme has earmarked Rs. 250 crore annually to foster "very high quality" research amongst IIT students.
- **Annual Incubator Grand Challenge** - The government will identify and select ten incubators, evaluated on pre-defined Key Performance Indicators (KPIs) as having the

the potential to become world class, and give them Rs.10 crore each as financial assistance to ramp up their infrastructure.

- Compliance Regime based on Self-Certification - Startups shall be allowed to self-certify compliance (through the Startup mobile app) with 9 labour and environment laws. In case of the labour laws, no inspections will be conducted for a period of 3 years. Startups may be inspected on receipt of credible and verifiable complaint of violation, filed in writing and approved by at least one level senior to the inspecting officer. In case of environment laws, Startups which fall under the 'white category' (as defined by the Central Pollution Control Board (CPCB)) would be able to self-certify compliance and only random checks would be carried out in such cases.
- Startup India Hub - To create a single point of contact for the entire Startup ecosystem and enable knowledge exchange and access to funding.
- Rolling-out of Mobile App and Portal - To serve as the single platform for Startups for interacting with Government and Regulatory Institutions for all business needs and information exchange among various stakeholders
- Legal Support and Fast-tracking Patent Examination at Lower Costs - Under this scheme, the Central Government shall bear the entire fees of the facilitators for any number of patents, trademarks or designs that a Startup may file, and the Startups shall bear the cost of only the statutory fees payable. Rebate on filing of application: Startups shall be provided an 80% rebate in filing of patents vis-a-vis other companies. The scheme is being launched initially on a pilot basis for 1 year; based on the experience gained, further steps shall be taken.
- Relaxed Norms of Public Procurement for Startups - In order to promote Startups, Government shall exempt Startups (in the manufacturing sector) from the criteria of "prior experience/ turnover" without any relaxation in quality standards or technical parameters. The Startups will also have to demonstrate requisite capability to execute the project as per the requirements and should have their own manufacturing facility in India.
- Faster Exit for Startups - Startups may be wound up within a period of 90 days from making of an application for winding up on a fast track basis, as per the recently tabled Insolvency and Bankruptcy Bill 2015, which has provisions for voluntary closure of



businesses. This process will respect the concept of limited liability.

### **Funding Support and Incentives**

- Providing Funding Support through a Fund of Funds with a Corpus of INR 10,000 crore - In order to provide funding support to Startups, Government will set up a fund with an initial corpus of INR 2,500 crore and a total corpus of INR 10,000 crore over a period 4 years (i.e. INR 2,500 crore per year) . The Fund will be in the nature of Fund of Funds, which means that it will not invest directly into Startups, but shall participate in the capital of SEBI registered Venture Funds.
- Credit Guarantee Fund for Startups - Credit guarantee mechanism through National Credit Guarantee Trust Company (NCGTC)/ SIDBI is being envisaged with a budgetary Corpus of INR 500 crore per year for the next four years.
- Tax Exemption on Capital Gains - With this objective, exemption shall be given to persons who have capital gains during the year, if they have invested such capital gains in the Fund of Funds recognized by the Government. In addition, existing capital gain tax exemption for investment in newly formed manufacturing MSMEs by individuals shall be extended to all Startups.
- Tax Exemption to Startups for 3 years - The profits of Startup initiatives are exempted from income-tax for a period of 3 years. The exemption shall be available subject to non-distribution of dividend by the Startup.
- Tax Exemption on Investments above Fair Market Value - Under The Income Tax Act, 1961, where a Startup (company) receives any consideration for issue of shares which exceeds the Fair Market Value (FMV) of such shares, such excess consideration is taxable in the hands of the recipient as Income from Other Sources. Investment by venture capital funds in Startups is exempted from operations of this provision. The same shall be extended to investment made by incubators in the Startups.
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defined by the Central Pollution Control Board (CPCB)) would be able to self-certify compliance and only random checks would be carried out in such cases.

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- Legal Support and Fast-tracking Patent Examination at Lower Costs - Under this scheme, the Central Government shall bear the entire fees of the facilitators for any number of patents, trademarks or designs that a Startup may file, and the Startups shall bear the cost of only the statutory fees payable. Rebate on filing of application: Startups shall be provided an 80% rebate in filing of patents vis-a-vis other companies. The scheme is being launched initially on a pilot basis for 1 year; based on the experience gained, further steps shall be taken.
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- Faster Exit for Startups - Startups may be wound up within a period of 90 days from making of an application for winding up on a fast track basis, as per the recently tabled Insolvency and Bankruptcy Bill 2015, which has provisions for voluntary closure of businesses. This process will respect the concept of limited liability.

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### **Conclusion**

The Modi government's Startup India Standup India mission will begin on January 16, 2016. This is a fantastic programme that will increase the number of work options for Indian kids. In his speech on August 15, 2015, Prime Minister Narendra Modi informed the people of India about the initiative. This programme will assist people in starting their own successful

- Credit Guarantee Fund for Startups - Credit guarantee mechanism through National Credit Guarantee Trust Company (NCGTC)/ SIDBI is being envisaged with a budgetary Corpus of INR 500 crore per year for the next four years.
- Tax Exemption on Capital Gains - With this objective, exemption shall be given to persons who have capital gains during the year, if they have invested such capital gains in the Fund of Funds recognized by the Government. In addition, existing capital gain tax exemption for businesses. Any form of progress, according to the PM, is impossible without fresh prospects for new changes in the country and for the youth. The government's whole work plan will be available only on the day it begins. According to the project, a plan has been developed to bring positive change to the country. Development is required. This will assist in showcasing the talent of our country's youth through the corporate world. All institutes, including Indian Institutes of Technology, Central Universities, and Indian Management Institutes, must raise awareness about this programme so that they might be directly connected in the future through this system.

**Suggestions**

Financial resources are available.

- The availability of capital is crucial for startups, as is revenue generation.
- As a firm grows, many companies fail due to a lack of revenue creation
- Members of the team..
- Infrastructural support...
- Increasing market awareness...
- Exceed your customers' expectations.

**Literature review**

In all, business idea has an important role: new companies can extend the spectrum. Some are unshaped, when we consider them in commercial sense, where the promoter of the business focuses on an idea that he thinks can fill an unfilled need among consumers. In many other cases promoters moved ahead to reach up the scale and have transformed the idea into a marketable product, with little to show in terms of revenues. Still others have moved even further down the road to commercial success, and have a market for their product or service, with revenues and the potential, at least, for some profits. (Omid Sharifi1, 2015) "The organizational approach argues the conditions under which an organization is planned and the processes followed in its initial development Iphase, which have important consequences on its structure and performance in later life". Yet, organization theories are silent on the issue of organizational evolution, or more specifically on startup evolution (Salamzadeh, 2015a). However, there is limited research which investigates the startup phase (eg. see Boekerb&Wildbank, 2005). I CITATION Aid151 10331.

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## 7. A Study on Digital Marketing with Reference to Facebook

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### Abstract

In today's world, marketing is critical. It serves as the interface between an organisation and its environment, determining and satisfying the needs of the customers. Marketing informs the organization about its customers and competitors while also raising awareness of company's offering. This paper also discusses importance of platforms for marketing.

### Introduction

This research paper discusses one of the most important business functions, 'Marketing'. It places a strong emphasis on social media marketing, particularly Facebook marketing, and how effective it is with students. Facebook marketing is an important tool for businesses, as this research paper tries to highlight. When the world is a village and the internet is the new town square, social media's importance cannot be overstated. Agony aunt, town crier, and family friend have all been replaced by social media. And, among the various social media platforms, such as Facebook and Twitter, the site is visited at least once per day, with up to 40% visiting multiple times. It's also worth noting that 69 percent of these people have an annual household income of more than \$75,000. We are all aware that any entrepreneurial venture requires a customer base with purchasing power in order to thrive and grow. When the entrepreneur enters the Facebook platform, he receives this automatically. Facebook is a web-based service. Since its debut in 2004, Facebook has been used as a channel for individuals to advertise themselves to the rest of the world, which is the basic principle of marketing. By employing engaging postings, you may market or display yourself to others, and Facebook is a wonderful venue for this. Regardless of the fact that Facebook has turned into a marketplace because to the large number of visits on a regular basis and the attention that advertisements acquire from these people. The

primary goal of Facebook marketing is to increase website traffic or attention through advertisements. It successfully communicates the product or service by utilising one of the components of the e-marketing mix, namely e-promotion. The majority of individuals targeted by Facebook through e-promotion are young people, mainly college students. The number of people aged 18 to 24 who use social media on a daily basis is 39.4 million. It's reasonable to conclude that this age group accounts for the majority of Facebook traffic. These are the folks who see ads and interact with them.

**Key words:-** Facebook, Marketing, Advertisement

### **Objectives of the Study**

1. To study digital marketing in detail with reference to facebook.
2. To create awareness among the people.

### **Research Methodology**

This content in this research paper is collected from the internet, through various websites, books and individual research.

### **Significance of the Study**

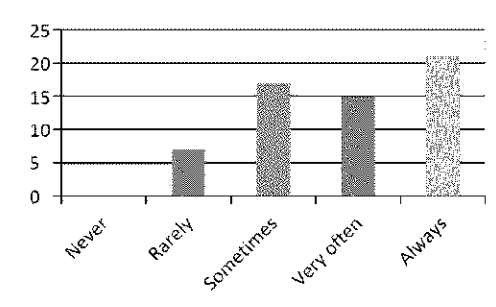
The conclusions of this study will assist businesses by educating them on the success of Facebook marketing, particularly among young people. A substantial share of everyday Facebook users are between the ages of 16 and 25. They are an essential target market that must be addressed. The conclusions of this study will assist corporations in realising the relevance of youngsters in the marketing process and in tailoring adverts to their specific demands. It will enlighten students about the importance of Facebook Marketing and how it is used during the advertising process. Facebook also serves as a low-cost platform for businesses to conduct marketing efforts. As a result, such research is required to demonstrate the significance and usefulness of Facebook at this time. This research is significant because social media sites, particularly Facebook, have become platforms that are freely available to everyone with internet access. Furthermore, the high popularity of smartphones among the youth demonstrates that the majority of this media is used by the youth, and it is critical for firms to carry out marketing practises in such locations because the youth are the future of the economy and their opinions and decisions matter the most. Facebook also serves as a low-cost platform for businesses to conduct marketing efforts. As a result, such research is required to demonstrate the significance and usefulness of Facebook at this time.

### Need of the Study

This research is significant because social media sites, particularly Facebook, have become platforms that are freely available to everyone with internet access. Furthermore, the high popularity of smartphones among the youth demonstrates that the majority of this media is used by the youth, and it is critical for firms to carry out marketing practices in such locations because the youth are the future of the economy and their opinions and decisions matter the most.

This Graph below shows the usage of Facebook among the users; -

**Figure 1- Usage of Facebook**



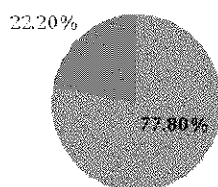
### Tools Provided by Facebook to Market a Product

Demographic targeting based on Facebook user data on age, region, education, and interests, the ability to create ad budgets, ad testing, in which many ad versions may be run concurrently to compare ad designs, ad setup, and built-in ad performance evaluation tools are all accessible. Facebook Promoted Posts allow Facebook page owners to pay a set amount to have their individual Facebook posts reach a specified number of people, improving the reach and impressions of a given post. Facebook gives company owners a plethora of options to help them advertise their page more efficiently. Advertisers may utilize Facebook Exchange to profit from real-time bidding for ad retargeting on Facebook. Advertisers may target audiences based on online history data. For example, if a person visits a product page on a retailer's website but does not buy, the store can use FBX to display an ad for the same product on Facebook.

### Ad targeting by Topic

For companies and brands advertising on Facebook, you can now target your advertisements by Topic, rather than simply Precise Interests and keywords. Ad targeting by Topic combines overlapping Precise Interests, allowing for more precise targeting. Listing the Topic "cooking," for example, will target Facebook users with interests in "cooking," "cooking suggestions," and "cooking and eating." Ad targeting by Topic reduces the need to manage a comprehensive list of keywords if you know your target audience has a set of interests.

**Figure 2- Percentage of Effectiveness of Facebook ad targeting**



**Advertising restrictions eased**

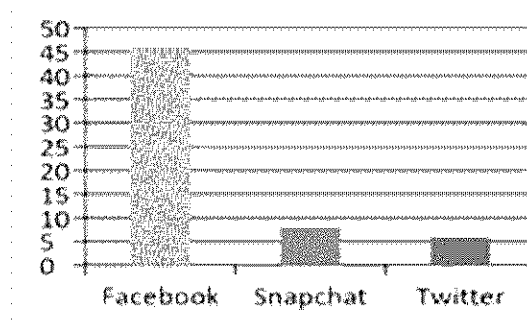
Facebook now permits the advertising of legitimate gambling enterprises, including physical casinos, as long as such advertisements are correctly targeted. In addition, the corporation relaxed limitations on advertisements promoting nutritional and herbal supplements that do not include specified chemicals, such as ephedra, anabolic steroids, and human growth hormones. Lifting limits on what is typically perceived as marketing for relatively shady services may cause consumers to group all Facebook adverts into the same undesirable pool. Truth and honesty in advertising are more important than ever.

**Privacy settings for sharing**

Privacy has long ranked high on the list of concerns raised by Facebook users. As a result, Facebook has made a slew of changes that give users more control over who sees the content they create and share. The default sharing question on Facebook has been reworded to alert users about who will see what they're about to post. The default setting of "Everyone" was changed to "Public," and this minor alteration speaks to the human psyche when it comes to privacy concerns. "Public" clearly indicates that your updates, photographs, and other stuff may be seen by the broader public, while "Everyone" is ambiguous, if not folksy to.

**Other popular social media apps**

According to the study, users find Facebook ads more interesting than other social media apps which makes Facebook more popular among the company owners for marketing and advertising their product. The below graph shows the popularity of Facebook among other apps.





**Limitations of the Study**

1. The research only looked at a few aspects of Facebook marketing.
2. The research is based on the users' opinion, which are liable to change in the future.
3. Because this is perception research, the results cannot be generalized because the user expressed their thoughts on Facebook Marketing and Facebook itself.
4. Because user rarely consider the consequences of being exposed to Facebook marketing, they find it difficult to take a stand on a variety of topics concerning the site.

**Interpretation**

According to the data, the majority of users spend a significant amount of time on Facebook every day. The majority of users spend hours on Facebook every day, demonstrating that Facebook was and continues to be important among adolescents, if not a part of their life. Many users believe that Facebook advertising are uninteresting; this indicates that businesses aren't paying attention to the student audience and aren't creating ads that will catch their attention. After Facebook, the next most popular social network among users is Instagram, which is also owned by Facebook. This information might help Facebook collect data from Instagram in order to create more appealing advertising that will draw the greatest attention. There is no difference between students who think Facebook personalises advertising and those who do not, indicating that Facebook should focus more on meeting users demands. Users believe that Facebook is the finest way to digitally sell a product and that it is the largest social network available, according to the report. When asked if they will market their own products on Facebook in the future, the majority of user said yes. This demonstrates that Facebook will continue to be one of the most effective ways to sell a product or service in the future.

**Conclusion**

Advertising on Facebook were first viewed as useless and a disruption to the user's experience, but Facebook is now attempting to make the ads more entertaining by utilising data obtained and ensuring that users are not just seeing the ads but also engaging with them. Facebook is and has always been the largest social network ever, although some may say that it is slowly going away, which is partially correct, but we can't deny the fact that it still receives a vast amount of visits each day, more than any other social network. Facebook has expanded its reach through Instagram and WhatsApp, which allows businesses to successfully advertise themselves and create advertising that are relevant to their customers. People, particularly young, are the future of every country and should be the target audience.

Marketers may utilise Facebook's insights feature to learn more about the demographics that are interested in their product and services. As a result, in order to get more attention, businesses may target them. Businesses can also choose to broadcast their adverts to a certain group of people audience to avoid wasting resources by presenting advertisements to those who would not buy their goods. Almost every person has a Facebook account, demonstrating that there is a great opportunity for businesses to advertise any type of product and find a market for it. We are all aware of Facebook's vast data reserves and the importance of data in this digital age. Facebook may use data from Instagram and WhatsApp to improve its marketing in order to reach a more receptive audience. Everyone can benefit from Facebook marketing. It doesn't matter what sort of items they sell or the size of the firm, but it is an efficient and cost-effective marketing approach. Facebook will always be at the top because of the accurate personal data reserve that they have acquired from users over the years, which no other marketing platform has been able to match.

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## 8. A Study on the Obstacles Faced in Startup India

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### **Abstract**

With a population of 1.2 billion people, India is the world's second most populous country. In India, there is a large potential job market to cover this large population. However, according to according to the most recent Asia Pacific Human Development Report, India has a severe labour shortage. Unemployment among young graduates is increasing, and this trend will continue for the next 35 years. Every year, around 1 million people join the workforce in India, according to the Labor Ministr .Month. Our Honorable Prime Minister, Dr. Narendra Modi, has taken steps to address the job market scarcity. On the 15th of August 2015, Modi announced "Start Up India, Stand Up India" to promote the banking sector. Start-up financing and incentives are available to promote entrepreneurship and job creation. This research paper conducted a Literature Survey analysis of the challenges, opportunities, and funding resources. Secondary data was gathered from a variety of sources, including websites, journals, and newspaper articles. This research paper conducted a Literature Survey analysis of the challenges, opportunities, and funding resources. Secondary data was gathered from a variety of sources, including websites, journals, and newspaper articles.

**Key Words:-** Unemployment, Start-up India, Workforce, Bank Financing, and Entrepreneurship are some of the key words.

### **Objectives of the Study**

1. To study about the obstacles faced in Startup India.
2. To create awareness among the people.

### **Introduction**

Many economies around the world have benefited from the growth, development, and industrialization of start-ups, and they continue to do so. The Government of India's flagship

initiative, Startup, aims to create a strong eco-system for fostering innovation. Startups will fuel long-term economic growth, create large-scale job opportunities, and reduce unemployment.

### **What does the term Startup Company imply?**

A startup is an entity that has been incorporated or registered in India for less than 5 years and has had an annual turnover of less than Rs 25 core in the previous financial year and is working on the development, deployment, or commercialization of new products, processes, or services that are based on technology or intellectual property.

Assuming that the entity is not formed by splitting up or reconstructing an existing business. Also, an entity ceases to be a startup if its turnover for the previous financial year exceeds Rs 25 core or if it has been in operation for more than 5 years from the date of incorporation / registration.

### **This definition only applies to government**

sponsored startup programmes. In the general sense, a startup company is a new business that is just getting started. Startups are typically small, with only a few founders or individuals financing and operating them at first. "A startup is a company designed to grow quickly," says Paul Graham.

### **Research Methodology**

This research is primarily based on secondary data. These numbers come from a variety of sources, including websites, journals, and newspaper articles. The research is both descriptive and conceptual.

### **Main Contents**

This is designed to serve as a single point of contact for the entire startup ecosystem, allowing for knowledge sharing and funding. It will play an important role in this fast-paced world.

The following are the main functions of these Hubs

- Work with the federal and state governments, as well as Indian and international investors, angel networks, banks, and other financial institutions.
- Obtaining financing, feasibility testing, business structuring advisory, marketing skill enhancement, and management evaluation are all important aspects to consider throughout their lifecycle.

- Organize mentorship programmes with the assistance of government agencies. The Startup India Hub will serve as a guide, holding the hands of young entrepreneurs and accompanying them on their journey.

### **Review of the Literature**

Thomas Astebro and Irwin Bernhardt (2003) look into the relationship between new small business survival and bank loans.

They found a negative relationship between bank loans and business survival, but a positive relationship between nonbank loans and business survival.

This research is based on data from a group of small businesses that started in the United States in 1987.

The empirical evidence on the impact that venture capitalists can have on the development path of new firms is examined by Thomas Hillmann and Manju Puri (2000).

According to their findings, venture capitalists have a soft side when it comes to assisting businesses in building up their human resources.

In his paper, Christopher A Pissarides (2001) looked into the impact of company start up costs on employment performance.

This is a very theoretical paper.

The conclusion is that structural factors can explain differences in labour market performance and should be sought in the countries' institutional structures.

In their paper, Omid Sharifi and Bentolhoda Karbalaei Hossain (2015) discuss the various financial challenges faced by startups in India.

It also depicts the challenges that startups face in their early stages.

The main findings are that major technological advancements have caused investors to raise the bar in terms of how much legwork entrepreneurs are expected to do before pitching their businesses.

### **Objective of Study**

- Identifying the various challenges that startup businesses face
- To research Start-up India's growth and prospects.
- To investigate how the country's rapid growth is affecting India's young entrepreneurs

### **Life cycle view of Young Companies**

If every business begins with an idea, young businesses can cover a wide range of topics.

Some are unformed, at least in the commercial sense, where the business owner has an idea that he or she believes can fill a gap in the market.

Others have progressed a step further and turned their concept into a commercial product, albeit with little to show in the way of revenue or earnings.

Others have progressed even further down the road to commercial success, and have identified a market for their product or service, as well as revenues and the possibility of profit.

### **Start-up India's Highlights include**

The government's allocation of Rs. 1000 crore to the Self Employment and Talent Utilization (SETU) scheme in the Union Budget is a major boost to the country's startup scene.

- Encourage India's youth to become entrepreneurs.
- At least one Dalit or Tribal entrepreneur, as well as at least one woman entrepreneur, should be encouraged in each of the 1.25 lakh Bank branches.
- Loans would also be made available to assist people.
- Give entrepreneurship a new dimension by assisting in the establishment of a start up network in the country.
- Low-skilled government jobs are selected based on interviews.
- Only merit based hiring will be done, and the process must be transparent and conducted online.
- Manufacturing units will be given incentive packages as part of the Skill India and Digital India initiatives to generate jobs.

In India, the number of startups is increasing. The year 2010 has been designated as the Decade of Innovation in India. The government has emphasised the importance of vocalising a policy that promotes science, technology, and innovation synergies, as well as establishing the National Innovation Council (NIC). After the United States, the United Kingdom, and Israel, India has the world's fourth largest startup ecosystem, driven by a young, diverse, and inclusive entrepreneurial community. India will overtake the United States as the second largest startup market in the world, with a high alarming rate of growth. According to NASSCOM, approximately 11,500 startups will enter the country by 2020, resulting in the creation of approximately 2.5 lakh jobs. As a result, the unemployment rate will decrease. In India, angel investors and venture capital funding have reached new highs.

TATA is the only Indian company that has made it into the top 50. A state-owned bank

has been tasked with ensuring that each of its 125,000 branches provides at least one loan to a small business. A debit or an Inbal business proposes a venture.

In India, there is a shift to small businesses.

Small businesses account for 85 percent of India's GDP. These firms account for 45 percent of India's total manufacturing output.

### **Action Plan for Startup India**

On January 16, 2016, Prime Minister Narendra Modi announced an Action Plan to Encourage Startups.

- Funding assistance provided by a Fund-of-Funds with a corpus of Rs. 10,000. • Entrepreneurs should register a company in one day, rather than the usual 15-20 days. • There is no profit tax, and there is a three-year inspection period.
- Exemption from capital gains tax.
- Credit Guarantee Program.

Exit Policy that is Simple and Quick.

If the money is invested in another start-up, there is no capital gain.

- Compilation of labour and environmental laws based on self-certification.
- The establishment of a start-up India hub for clearance
- Apps for mobile devices, as well as a registration portal.
- Holding hands with the government as a friend and colleague.
- New protection for intellectual property rights.
- Patent free and fast track patent examination has been reduced by 80%.
- Encourage new businesses to buy from the government.
- Women entrepreneurs are eligible for a special scheme.
- Invest in biotechnology start-ups.
- A programme to encourage students in 5 lakhs of schools to be more innovative.
- National Institutes are establishing innovation centres.
- Establishing a research park

**Prospects & Challenges in Start up India**

The government has begun disbursing Rs. 25000 core that has been set aside for various purposes. The government intends to put it into effect on April 1, 2016. Integration of DIN, TAN, and DSC, for example, is a challenge. In the case of a simple debt structure, the action plan calls for exiting within 90 days. The New Insolvency and Bankruptcy Act of 2015 poses a challenge.

**Cordination with Make in India and Digital India**

The Life Insurance Corporation of India (LIC) will participate in the Funds of Funds as a co investor. Encourage the investment of seed capital in new businesses. A startup faces a slew of issues that must be addressed in order for it to grow into a successful business. Apart from devising the most effective business strategy for this Startup Company, it is necessary to consider the regulatory environment as well as a variety of legal issues and laws in the country in which the Startup is to be established. A startup company should be protected from the specific risks that the industry in which it operates faces. Analysts predict that in the next 10 to 15 years, India will be in a position to stand alone among developed economies, thanks to its unique demographic advantages and concerted efforts. It offers a huge opportunity to establish a stronghold in the global market.

**Startup Initiative in India**

- BIZ Portal: Designed to encourage young entrepreneurs and make it simple to start a business.
- Budget 2015 has advocated for widespread use of the newly launched ebusiness portal
- The portal brings together all of the regulatory permissions in one place. • The use of this portal aids entrepreneurs in obtaining faster approval for setting up shop business resumption
- Mudra Bank: Several MSME entrepreneurs have frequently expressed their dissatisfaction with Mudra Bank about the ease with which they can obtain funds to run their business. So, this financial institution has been established for the purpose of providing microfinance financing to the required individuals.
- The Finance Minister launched the Atal Innovation Mission in the 2015 Budget. • The Atal Innovation Fund was established by Atal Bihari Vajpayee (AIM). • AIM will be a platform for promoting innovators, academics, entrepreneurs, and researchers are all



involved.

### **Conclusions**

Entrepreneurs provide the fuel for economic growth, but it's also true that a thriving economy has a lot of new ideas and businesses trying to break into the market. In the early stages, as well as during the growth phase, a startup requires support and encouragement from a variety of sources in order to establish a solid foundation. In India, technology-based startups are extremely important. Overall, Startup India can be described as a collaborative approach to Young Entrepreneurship and Youth Empowerment. The study's limitation is that it is based on secondary data and is a detailed conceptual analysis of startup India. More Using primary data and other statistical tools, research can be conducted on the prospects and benefits of starting a business for entrepreneurs. Entrepreneurs, investors, mentors, and other stakeholders can use Startup to share ideas, best practices, develop solutions, and form partnerships that benefit India.

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## 9. A Study on Start up India- A New Paradigm for Young Entrepreneurs

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### Abstract

Entrepreneurs are considered to as the fourth 'factor of production,' alongside other factors such as land, labour, and capital. It is a full-time position that needs dedication and hard effort. Market makers, owners, producers, decision-makers, and risk-takers, they are all of these things. They are referred to as the "backbone" of a country's economic prosperity since they create jobs. Entrepreneurship in this context refers to a person's desire to start a new business venture by taking a risk and managing it.

**Keywords:-** Entrepreneur, Business Success, Managerial skills, Entrepreneurship development, Programmes, Skills

### Objectives of the study

1. To study about entrepreneurship in detail for the young entrepreneurs.
2. To create awareness among the people.

### Introduction

Entrepreneurship is a deliberate activity taken by a single individual or a group of people with the objective of starting, maintaining, and growing a business through the creation and distribution of economic goods and services. Entrepreneurship is the process of starting a new business. It's the process of researching market options and mobilising available resources to make a business decision. Entrepreneurs are individuals who have the courage to provide and share an idea, a product, or a service. They strive to make the market a better place where customers' needs are addressed. Having entrepreneurial abilities, according to studies completed thus far, is one of the most important aspects in the rise of entrepreneurship performance. In general, having the ability to start a business leads to people in a society becoming entrepreneurs,

as one of the factors impeding entrepreneurship is people's lack of ability to start a firm. Throughout their careers, entrepreneurs have been confronted with a slew of constraints and roadblocks. Failure of society to use their skills or capabilities has resulted from a failure to identify these limitations or a lack of attempts to eradicate or reduce them.

According to GEM research, persons with higher degrees of business abilities and talents can extend the scope of emerging entrepreneurship<sup>4</sup>. It implies that business start-up abilities are one of the most important moving variables in emerging markets.

### **Research Methodology**

This study is based on both primary and secondary sources of information. It is gathered from books, personal data, internet, and suggestions, among other sources.

### **Main Content**

An entrepreneurship development programme is defined as one that assists a person in increasing his entrepreneurial motivation and developing the skills and capacities necessary to effectively fulfil his entrepreneurial function. Through entrepreneurship development programmes, people with inactive entrepreneurial characteristics are identified, motivated to establish a new industrial venture, trained in managing the unit, and guided through all aspects of starting a company. Numerous studies in the subject of entrepreneurial skills have looked at a variety of classes. Entrepreneurial skills, together with technical skills, social skills, tool skills, and management skills, are divided into four groups by Casimiro. Organizing skills, human resource management abilities, and money and business operations are all covered in this session (Casimiro, 2003). Lichtenstein and Lyons are in a different class. Put technical skills, social control skills, entrepreneurial skills, and personal maturity skills in the same four categories as entrepreneurial skills. Management, marketing, financial, legal, bodily, and higher order ability are all examples of social control skills in this class.

The class granted by Henry M. Robert Hisrich and archangel Peters, however, is one of the most important classes that forms the foundation of gift study. Entrepreneurial skills, as well as technical, personal, and social control skills, are divided into three categories in this classification (Hisrich and peters, 2002). Design and goal setting, as well as call - generating, are examples of entrepreneurial management skills covered in this course., Human relations, marketing, venture launch, financial and accounting abilities, management, control, and negotiating, and growth management are all talents that can be learned.

With the help of the Gujarat Industrial Investment Corporation, Gujarat's Entrepreneurship Development Program (EDP) was created in 1970. Infrastructure setups, potential entrepreneur selection, enterprise identification, actual training programme, training personnel selection, training technique selection, and monitoring are only a few of the phases covered by the EDP.

The program's goals are to:

- a. Foster entrepreneurial growth in the country.
- b. Make the best use of existing resources.
- c. Economic development of underdeveloped regions and socially disadvantaged groups.
- d. The creation of job opportunities.
- e. Increasing the number of small and medium-sized businesses.

### **Start up India**

A start-up is defined as a company based in Asia that has been in operation for less than 10 years and has an annual turnover of less than Rs. 100 crores. As part of this ambition, the government has already launched the I:MADE programme, which aims to assist Indian entrepreneurs in creating ten significant scale mobile app start-ups. The Pradhan Mantri Gesture Yojana (Pradhan Mantri Gesture Yojana) is an Indian government initiative that aims to provide low-interest microfinance loans to low-income entrepreneurs.

One of the government's objectives is to turn Asia into a nation of job creators rather than job seekers. As a result, the government must promote and grow entrepreneurship based on innovation. Start-up Asian nation is an effort of the Indian government. It was officially debuted in 2016. Its goal is to develop and nurture start-ups across the country. As a result, property development and large-scale job possibilities are created. The administration of the Asian nation has announced the launch of an India action plan that would focus on the following areas:

1. Simplifying and assisting start-ups: Compliance procedures for start-ups will be simplified. If necessary, polishing will be permitted on a case-by-case basis.
2. Support for funding and incentives: The government might indirectly engage in the funding method by allowing tax exemptions on capital gains and revenue augmentation, for example.
3. Trade Partnership and Growth: The government proposes to hold start-up festivals, provide pre-evolution training,

Encourage entrepreneurship within the country and promote India as a global start-up hotspot.

A startup investment pool of Rs. 10,000 crores has been established. Compliance with self-glorification.

For the first three years of business, there is no tax. For the first three years of operation, there is no capital gains tax.

Stand-up India is a scheme that provides funding to SC, ST, and/or female entrepreneurs.

#### **Stand-up India's goals are as follows**

The stand-up India theme's goal is to help a minimum of one scheduled caste (SC) or scheduled tribe (ST) recipient and a minimum of one lady recipient each bank branch set up a Greenfield firm by facilitating bank loans between Rs.10 lakh and Rs.1 crore. This business could be in the manufacturing, commercial, or service industries. In the event of a non-individual business, a minimum of 51% of the property associated dominant stake ought to be control by either an SC/ST or lady entrepreneur.

#### **Eligibility**

- SC/ST and/or women entrepreneurs, on top of eighteen years older.
- Loans beneath the scheme are offered for less than inexperienced field project. It signifies, the primary time company of the beneficiary within the producing or services or commercialism sector.
- In case of non-individual company, 51% of the shareholdings and dominant stake ought to be command by either SC/ST and/or ladies entrepreneurs.

#### **Nature of loan**

SC/ST/Women businesspersons to establish a substitute company in the manufacturing, commerce, and repair sectors.

**Size of loan:** A composite loan covering 75% of the project's cost, including a term loan and working capital. It will not apply, however, if the borrower's contribution, combined with convergence support from another theme, surpasses 25% of the project cost.

**Interest rate:** The interest rate would be the bank's lowest acceptable rate for that class (rating category), not to exceed [base rate (MCLR) + 3% + Tenor premium].

**Security:** In addition to a primary security, the loan may be backed by collateral or a credit guarantee fund scheme for stand-up Bharat loans (CGFSIL) guarantee, as established by the banks.

The loan is due in seven years, with the longest term being seven years.

The loan is owed in seven years with the most prohibition amount of eighteen months.

### **Conclusion**

So, India, get up and stand up. India is a programme with a new body and an existing spirit that is now in the hands of our Prime Minister to care for and nourish. This helped to draw the essential attention from potential benefit seekers as well as new entrepreneurs creating fresh non-existing commodities and services that may add value to existing products and services. The primary objective of this programme is product development and manufacture. As a result, before seeking, all necessary information on the criterion must be gathered. The Pioneer Education Institution is a driving force behind the project's success and the advancement of India's economy in the future, making it a profitable hub for new ideas and innovation. The findings show that, among other things, venture launch competency has the largest impact on business performance. This skill's broad nature can be considered as a contributing element. According to the definition presented in the theoretical framework of this research, formal education and past experience in economic activities are two major factors that cause people to thrive in this talent. This is a skill that incorporates many others, and it may be considered a prerequisite for obtaining the others because earlier business experience may have unwittingly introduced you to a range of entrepreneurial abilities. Negotiation skills also had the smallest impact on company performance. The microstructure of the investigated businesses, which are limited to local clientele, and the mentioned entrepreneurs' lack of need or motivation to enhance negotiation abilities could explain this. Other considerations, such as management and decision-making, are also critical.

Because the importance of entrepreneurship's social control skills and their impact on the performance and success of many entrepreneurs has been amply emphasised, the importance and necessity of bolstering entrepreneurs' management skills and providing the necessary infrastructure for teaching these skills is readily apparent. The findings of this study will be valuable to policymakers as well as those who are designing entrepreneurship coaching courses.

### **Suggestions**

Two of the most significant activities that policymakers should prioritise in the field of entrepreneurship are promoting culture and instilling the obligation of imparting entrepreneurial skills to entrepreneurs. The next stage is to develop a training curriculum that takes into account the proportion of topics connected to entrepreneur conditions and educational demands. It's also a good idea to use hands-on teaching methods like field trips to the enterprises of successful

entrepreneurs. Also, because the talent of venture lunch is the most significant ability for entrepreneurs, it is recommended that it be taught as training workshops, courses, and speeches by prominent entrepreneurs to entrepreneurs who are running their company as well as people who wish to start one. instructors and successful entrepreneurs, as well as in a multi-leveled curriculum. Furthermore, researchers should conduct research into the impact of other parts of entrepreneurial abilities, such as technical and human skills, on business performance. More research on the requirement assessment and accomplishments of entrepreneurial managing talents is advised as a supplement.

Furthermore, academics are encouraged to do research into the impact of various aspects of entrepreneurial abilities, as well as technical and personal skills, on business success. As a further option, more research is usually advocated on the need evaluation and achievements of social control abilities of entrepreneurship.

### **Literature Review**

According to a study of the literature, some research have looked into the impact of bourgeoisie skills on entrepreneur performance. Smith, WL, et al (2007), for example, is frequently cited in this context. This research focuses on management skills, which are the abilities required to coordinate work on a job. It furthermore contains the conclusions of an Associate in Nursing research study on the significance and use of those abilities for persons who want to establish a firm. According to the research, these abilities are critical for the start-up and growth of a business. Msoka Elizabeth M, (2013) conducted extensive research in this area, studying the impact of entrepreneurial skills on the success of small businesses. In an African country, girls are running small and medium businesses. The data demonstrate an unmistakable correlation between entrepreneurial experience and, as a result, the performance of small businesses. This could be due to the fact that academic instruction leads to triple-crown corporate activities. To operate triple-crown businesses, girls need tutoring in business design, selling abilities, accounting data, and client service talents, according to the conclusions of this study. The findings of a similar study conducted by Ezeani, N. S. (2012) in the realm of entrepreneurial skills required of business connected graduates for triple-crown commercial operation. For triple-crown functioning of a commercial enterprise, enterprise in Enugu business Center and geographic area discovered that management abilities, selling skills, and accounting skills are required. These studies suggest that obtaining entrepreneurial success and progress within a geographic location needs the development of specific skills and competences. This study, which aims to clarify the role of entrepreneurial social control skills in business success, uses a

comprehensive framework of entrepreneurial skills and reviews social control skills supported by Hisrich and Peters (2002), as well as business success indicators supported by Gorgiveski, et al (2011), which include ten key indicators, to examine the impact of the mentioned skills on bourgeois success.

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## 10. A Study on Start up India - Empowering Start UPS for Growth

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### Abstract

With a population of 1.2 billion, India is the second most populous country in the world. The Indian labor economy has a lot of power to carry this huge population. However, according to a recent report by the Asia Pacific Human Development Report, India is facing a severe shortage of labor markets, and an increase in unemployment among graduates expected to continue for the next 35 years. Each month, about a million people join the workforce in India, according to Department of Labor figures. Our Honorable Prime Minister Dr. Narendra Modi announced "Start India, Stand Up India" on August 15, 2015, to promote initial financial support for start-up banks and to provide incentives for business promotion and career development. This research report conducted a Literature Survey assessment of difficulties, opportunities, and resources. Secondary data was collected from a variety of sources, including websites, journals, and newspaper articles.

**Key Words:-** Unemployment, First India, Workers, Bankruptcy, and Entrepreneur are some of the terms used in this article.

### Objectives of the Study

1. To study the empowering Startups in India.
2. To create awareness among the people.

### Introduction

Startup India is an important program of the Indian government aimed at promoting a culture of initiative and creating a strong and inclusive environment for innovation and business in India. Since its inception on January 16, 2016, Startup India has launched a number of

initiatives aimed at helping entrepreneurs and transforming India into a world of job creators rather than job seekers.

The table below shows the broad range of Startup India activities, managed by a specific Startup India Team that reports to the Department of Industrial Policy and Promotion (DPIIT).

The 19-Point Action Plan visualizes the following types of startup assistance, among others:

- Improved infrastructure, such as breeding grounds
- IPR release, which includes copyright infringement
- Acceptable control area, which includes tax savings, compliance with simple rules, quick business structure, quick exit routes, and more.
- Economic development in the context of SIDBI managed by INR 10,000 crore Fund of Funds, with the aim of expanding other forms of assistance.
- This website, also known as the Startup India Portal, provides a variety of valuable information and a great communication website for entrepreneurs and other players in the first creative process.
- Companies, toll free number and instant email response

### **Research Methodology**

Research is natural and based on information collected from secondary sources such as articles, blogs, and websites.

### **Objectives**

The aim of the Startup India Scheme is to build a strong ecosystem to promote innovation and innovation in the country. In addition, such a campaign could promote sustainable economic growth and create more jobs. And to reduce the administrative burden on Startups, thus allowing them to focus on their core business and keep compliance costs low.

### **Main Content**

A business development plan is defined as helping a person grow their business motivation and develop the skills and competencies needed to complete their business successfully. Through business development programs, people with identified trademarks are identified, motivated to start a new business, trained to manage the unit, and directed at all aspects of starting a company. Many studies in the field of business skills look at different stages. Entrepreneurial skills, as well as technical skills, social skills, tool skills, and management skills,

are divided into four groups by Casimiro. Planning skills, personnel management skills, and financial and business performance are all integrated over time (Casimiro, 2003). In a separate class, Lichtenstein and Lyons combines business and technical skills, social management skills, business skills, and personal maturity skills into four categories. Management, marketing, financial, legal, physical, and superpower are all aspects of community management skills in this class.

The class given to Henry M. Robert Hisrich and the archangel Peters, however, is one of the most important classes that formed the basis for learning about gifts. Entrepreneurial skills, as well as technical, personal, and social skills, are divided into three categories in this classification (Hisrich and peters, 2002).

**BENEFITS OF STARTING INDIA SYSTEM:** → Tax Exemptions Under 80IAC → Easy liquidation of the company → Emerging individuals will be allowed to enforce compliance with the 6 Employee Laws and the 3 Environmental Laws through a simple online process. → Stratups can be linked to various startups in this forum. → Helps to attract investor support. → can easily apply for Government tenders.

### **Quality**

SC / ST (COMBINED SPIRITS AND DIFFERENT FUNDS) and / or women entrepreneurs at least eighteen years of age. Loans are available under a less experienced project plan. Refers to a lucrative business especially in the manufacturing, service, or commercial sector. In the event of a non-private company, SC / ST (FINANCIAL AND FINANCIAL) and / or female entrepreneurs should control 51% of the shares and a large number of shares.

### **Conclusion**

The Indian government initiative and standup India was unveiled by Prime Minister Narendra Modi on August 15, 2015, in New Delhi.

The main focus of the event was on rediscovering and managing, as well as financial assistance and grants as well as maintaining industrial and educational cooperation. Eliminate raj licenses, land permits, and environmental permits.

Under the program, the government also introduced the I MADE program to assist Indian business people, as well as the MUDRA mobile banking system, which provides low interest rates and low interest loans for low-income entrepreneurs.

The results of the first country office were released by the Department of Industry and Trade in December 2018, with Gujarat, Kerala, Rajasthan, Odisha, and Karnataka coming out on top.

### **Suggestions**

Two of the most important things policy makers should prioritize in the business sector are to promote culture and focus on the obligation to provide entrepreneurs with business skills. The next step is to create a training curriculum that addresses a wide range of topics related to business contexts and educational needs. It is also a good idea to use continuous teaching methods such as the journey to successful entrepreneurial businesses. However, other aspects of business skills, as well as technical and personal skills, contribute to business success. Alternatively, further research is often recommended in assessing the need and application of business management skills in a business.

### **Literature Review**

According to textual research, some studies have looked at the impact of capitalism on the functioning of entrepreneurs. Smith, WL, et al (2007), for example

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- "China urban Urban value value in the Free market socialist Revolution in southern china". New York: press Msoka Elizabeth M, (2013) "Do Entrepreneurial Skills Have a Qualified Perspective on the Performance of Girls Enterprise in Africa?"
- The Story of the Small Business in Dar einsteinium Salaam, Tanzania "International Journal of Business, Humanities and Technology Vol. 3 No. 3; March 2013 Nabavi, Aziz.

## **11. A Study on Entrepreneurship in Hotel Sector**

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### **Abstract**

Being a hospitality manager is one of the most fashionable and prestigious careers available today. The hospitality business is one of the most profitable industries with a great potential for growth. It's also a difficult profession since being an effective one is difficult owing to the increased industrial heart rate.

Burn effects, quick industry demand fluctuations, consistent patterns, and fierce industrial competitiveness are all factors to consider.

It is critical to understand the unique, but complex, and ever-changing aspects of this job title. To understand and achieve the requirements of becoming an efficient and successful hotel manager owing to.

As a result, the study underlines the importance of competent hotel administration from the standpoint of strategic hotel managers' applications and perspectives on the subject, with the goal of improving the situation.

subject with their recommendations The research is divided into two sections: a theoretical basis to support the findings, and a case study.

A qualitative study undertaken in the field Being a hospitality manager is one of the most fashionable and prestigious careers available today. The hospitality business is one of the most profitable industries with a great potential for growth. It's also a difficult profession since being an effective one is difficult owing to the increased industrial heart rate.

Burn effects, quick industry demand fluctuations, consistent patterns, and fierce industrial competitiveness are all factors to consider.

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As a result, the study underlines the importance of competent hotel administration from the standpoint of strategic hotel managers' applications and perspectives on the subject, with the goal of improving the situation.

Subject with their recommendations The research is divided into two sections: a theoretical basis to support the findings, and a case study.a qualitative study undertaken in the field

**Keywords:-** Hotel management, efficient hospitality, hotel management trends, hotel management abilities, and successful hospitality are all words that come to mind when thinking about hotel management.

### **Objectives of the Study**

1. To study the hotel sector in detail.
2. To create awareness among the people.

### **Introduction**

Hospitality is one of the most profitable worldwide sectors, with both qualitative and quantitative components continually rising and improving. Tourism has had a consistent growth rate for the past 30 years, which has had a favourable influence on hotel room demand. Thus, according to figures and studies, international tourism revenues and international tourist numbers will continue to rise between 2012 and 2017, with demand primarily coming from emerging markets (Euro monitor International, 2013), and international tourist arrivals are expected to grow at a rate of 3.3 percent per year from 2010 to 2030, reaching 1.8 billion by 2030 (UNWTO) (2013). "Regardless of global economic risks and uncertainties," according to Ernst & Young's Global Hospitality Insights research (2013), "lodging fundamentals in much of the globe continue to grow, and many investors predict hotel values to either remain steady or increase."

Since the hotel and tourist sector has been a very successful industry with millions of dollars in revenue.

### **Research Methodology**

This research has been taken from primary and secondary data.

## **Main Content**

The history of the hospitality industry is a business story.

In its broadest sense, entrepreneurship is the creation of new businesses. A few businesses are start-ups, whereas others are formed by a corporation.

They assess the size of future industries as well as the attraction of new ideas and methodologies.

They have a strong social presence and their primary personnel makes a significant commitment.

Hundreds of thousands of small enterprises are founded each year.

In the United States, small companies hire almost one million new workers each year across a wide range of industries, while Fortune 500 companies reduce their workforce.

Women, minorities, and baby boomers have all contributed to the rise in small business creation in the United States.

According to the American Society of Training and Development, the number of enterprises over the age of 50 has increased by 23% to 5.6 million since 1990.

Entrepreneurship is a driving factor behind every industry's growth. This is particularly valid in the diverse and increasingly changing hospitality industries worldwide. These businesses make a significant contribution to the development of national economies and are expected to develop both in quantity and efficiency. This has to do with meeting growth goals and with the Hospitality's capability, availability and skills. The value of business to hospitality grows and provides the consumers with innovative goods and services. Enterprise company typically create newly merged means of processing, different goods, new markets, alternative manufacturing or delivery processes, new content supplies or alternative organisational structures. Entrepreneurship for this sector is also important. For companies, development will improve competitiveness and raise market disparity and raise income

Every industry's development is fueled by entrepreneurship. This is especially true in the global hotel industry, which is varied and rapidly changing.

These companies contribute significantly to the growth of national economies and are projected to expand in both quantity and efficiency.

This has to do with achieving growth objectives as well as the capabilities, availability, and talents of the hospitality industry.

The value of business in hospitality is increasing, and consumers are receiving more creative goods and services.

Typically, enterprise companies produce innovative combined processing methods, new items, new markets, alternative manufacturing or delivery procedures, new content supplies, or new organisational structures.

Entrepreneurship is also vital in this industry. Companies' competitiveness will improve as a result of development, as will market disparities and income.

Longitudinal data is particularly useful since it can be used to track changes in thinking and the resulting socioeconomic problems. As a handy sampling technique has been used, the ramifications of this must also be carefully evaluated.

The responders were chosen from among the KAHC participants who could easily connect, preventing unchecked discrimination.

Finally, the lack of an experimentally established tool to assess the extent to which social entrepreneurship activities are executed may have hampered the accuracy of the data acquired in some way.

At first sight, creativity appears to be about making existing amenities accessible in new ways, but their most important role in the hospitality business is creating awareness.

Businesses should be able to handle the necessary power. They can also draw on the cultural context of their origin and destination to create a diverse range of offerings in order to gain consumer trust. They must be confident that they will be able to use shared facilities during their vacation. Entrepreneurship may enable people to bridge the gap between their expectations and some cultural, official, or legal constraints, particularly if they use local talent. These holes may be observed in every stretch of the path and can be filled using local resources.

For example, shifting currencies, crowd safety, interaction with locals, shopping in traditional bazaars, and learning about the lifestyles of various tribes are just a few of the fields that may have flaws or concerns. Developing a forest

When India gained independence in 1947, it pushed for rapid industrialization as a means of achieving not only national growth but also national sovereignty.

With various Industrial Policy Decisions and Industrial Policy Speeches, India's Industrial Policy evolved over the years.

Following that, the Five Year Strategies established explicit economic growth objectives.



The hotel business is entirely dependent on the growth of primary and secondary industries.

The hospitality business grows in tandem with the growth of the primary and secondary industries.

There is also a link between general industrial strategy, subsequent industrial development, and the development of the hospitality business, which later became manufacturing as a result of future planning efforts. The government implements a variety of manufacturing policies.

India has been a country since 1948.

The first Industrial Policy Resolution, issued in 1948, outlined the broad characteristics of the industrial expansion strategy. It established a clear line between enterprises that were solely controlled by the government, and those that were not.

Maximum network power usage, improved efficiency, higher rate of employment, ethnic inequalities elimination, reinforcement of the agricultural base, assistance to export-oriented enterprises and security of the customer from rising costs and low service.

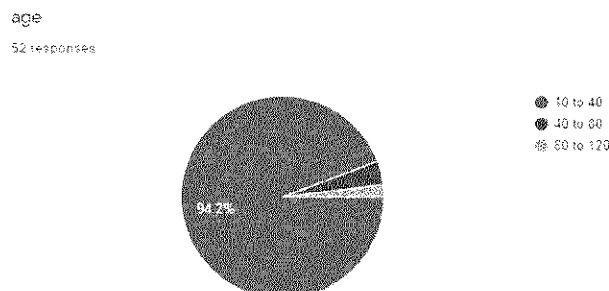
Political steps to revive the productivity of public sector enterprises (PSUs) were announced by establishing management systems in functional areas such as logistics, financing, marketing and knowledge.

#### INSTITUTIONAL SUPPORT FOR HOSPITALITY ENTREPRENEURS.

With this in mind, the Central Government has established a number of agencies, including corporate entities.

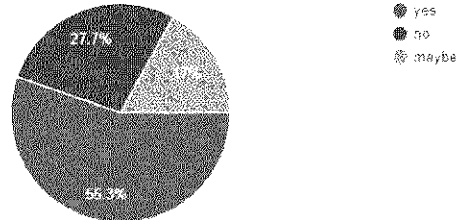
Entrepreneurs need to plan for growth, funding, recruitment, and promotion, among other things.

#### Findings



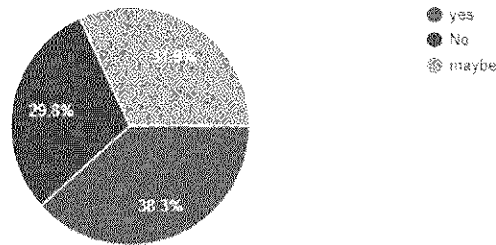
Being a hospitality manager is one of the most fashionable and prestigious careers available today.?

47 responses



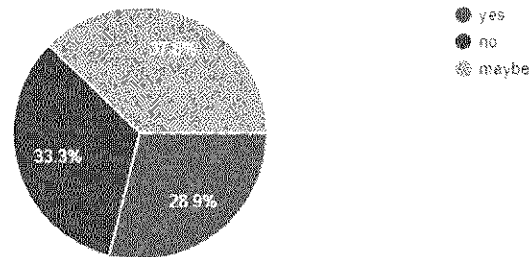
The hospitality business is one of the most profitable industries with a great potential for growth?

47 responses



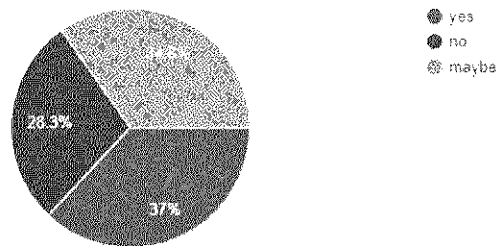
It's also a difficult profession since being an effective one is difficult owing to the increased industrial heart rate?

45 responses



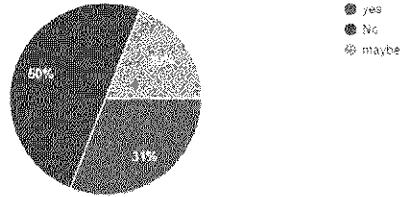
Burn effects, quick industry demand fluctuations, consistent patterns, and fierce industrial competitiveness are all factors to consider?

46 responses



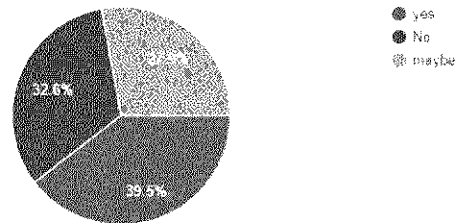
It is critical to understand the unique, but complex, and ever-changing aspects of this job title?

42 responses



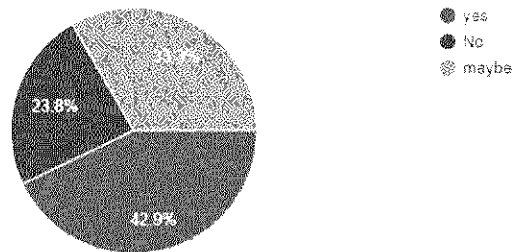
strategic hotel managers' applications and perspectives on the subject, with the goal of improving the situation?

43 responses



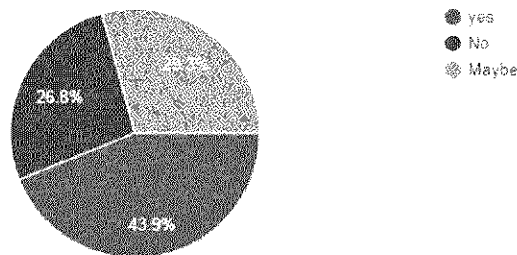
subject with their recommendations The research is divided into two sections: a theoretical basis to support the findings, and a case study?

42 responses



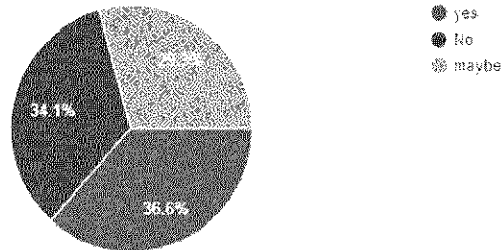
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41 responses



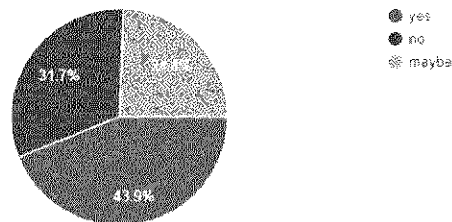
It is critical to understand the unique, but complex, and ever-changing aspects of this job title?

41 responses



The research is divided into two sections: a theoretical basis to support the findings, and a case study?

41 responses



### Conclusion/Suggestions

Several promising areas of future studies remain in an industry which traditionally depended on entrepreneurs and franchising business models. The previous experience of a company and personal concerns will reign if the course and internal operation of a new business is not deeply formed. A new family business lives are clearly expressed in strategic goals.

The position of the single champion of ideas indicates that attempts to create and maintain an organizational focus will be important for strategic stability and renewal. If champions in hospitality are unwilling, the sector must spend further in creating a powerful rationale that encourages company practices and capacities. Effective businesses are willing to consistently promote creativity at all levels in the dynamic, unpredictable and competitive field of hospitality.

Entrepreneurial behaviour is well established in the literature, and thus is best predicted by the purpose to engage in the behaviour, not by attitudes, beliefs, personality, or demographics (Ajzen, 1991, 2001; Delmar & Davidsson, 2000; Fayolle et al., 2006; Kolvereid, 1996b; Krueger et al., 2000; Krueger & Carsrud, 1993). Several models have been presented by researchers to

better understand students' entrepreneurial intentions. The Entrepreneurial Event Model (Shapero & Sokol, 1982); the Entrepreneurial Support Model (Turker & Selcuk, 2009); the Intentional Basic Model (Krueger & Carsrud, 1993); the Lüthje & Franke Model (Lüthje & Franke, 2003); the Entrepreneurial Potential Model (Krueger & Brazeal, 1994); the Davidsson Model (Davidsson, 1995); the Individual (Trivedi, 2017). Fewer models for analysing students' social entrepreneurial intentions have been presented (Bacq & Alt, 2018; Barton et al., 2018).

The goal of this systematic literature review is to determine the impact of the university's environment and support system (ESS) on post-secondary education students' social entrepreneurial intention (SEI). Social entrepreneurs have a significant impact on the economic and social development of the areas where they operate (Mair & Noboa, 2006). They are a unique breed of entrepreneur who are motivated by a range of goals, including eradicating poverty, starvation, and illiteracy; improving human health; redressing social, legal, or economic injustice; and ensuring the environment's preservation for future generations (Austin, Stevenson, & Wei-Skillern, 2006; Seelos & Mair, 2005; Vidal, 2005). Regardless of their intentions, all social entrepreneurs have one thing in common: they use limited resources in novel and creative ways to build societal value, rather than maximising their own and their shareholders' profit (Zadek & Thake, 1997). Entrepreneurs that work on a social mission

### **Literature Review**

Since Nicholls (2010: 611) said that "there is no definitive consensus about what the term actually signifies" for SE, little appears to have changed. SE is a "basically contentious notion," according to Choi and Majumdar (2014: 372), which explains "why it is so difficult to develop a universal definition of social entrepreneurship and why it generates varied meanings among different parties." Aside from definitional problems, there is no widely accepted dimensionalization of the SE concept, making it difficult to "represent the variability of a unit of study in terms of essential traits that have relevant implications for outcomes" (Foss & Saebi, 2017: 211). In turn, the lack of an agreed-upon definition and dimensionalization of the SE construct explains the empirical SE literature's widely disparate operationalization (as criticised by Dwivedi & Weerawardena, 2018; Kroeger & Weber, 2014; Lepoutre, Justo, Terjesen, & Bosma, 2013; Lepoutre, Justo, Terjesen, & Bosma, 2013; Lepoutre,

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## 12. A Study on the Emerging Trends in Start up India

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### **Abstract**

Innovations are essential for a country's progress, hence the value of start-ups cannot be overstated. The Honorable Prime Minister of India, Shri Narendra Modi, announced the Start-up India programme to foster innovation and promote entrepreneurship. The numerous action plans and programmes that the government has started through the Start-up India scheme are briefly discussed in this document. The report examines how successful India's Start-up programme has been in stimulating entrepreneurship and contributing to the country's development. A few successful startups have been offered as examples. The reasons why Indian start-ups fail or why there is a scarcity of them start-ups were provided as examples. Why do start-ups fail in India, or why is there a scarcity of them?arch

The goals of a startup are to be one's own boss and to generate jobs for others, which involves a lot of perseverance and sacrifice. A large population with a significant number of middle-income people, educated youth with technical backgrounds, IT dominance, and high internet and mobile penetration are just a few of the factors that have created the opportunity for the startup revolution to expand in India. Many individuals have entered the fray as a result of the 'Make-in-India' initiatives and other government schemes, which have given a boost to entrepreneurs. Starting a business is a meticulously planned and controlled process that takes into account both internal and external elements that may affect the venture's long-term viability. Some of the crucial factors include the venture's concept, market size, revenue, and profit goals.

**Keywords:-** Entrepreneur, Employment, Finance, 'Make-in-India', Startup

**Objectives of the study**

1. To study the emerging trends in Startup India.
2. To create awareness among the people.

**Introduction**

A startup enterprise is a new firm that is in its early phases of operation, is beginning to grow, and is often sponsored by a single person or a small group of people. It's a young, scalable company model based on technology and innovation, in which the founders create a product or service for which they see demand, either by disrupting existing markets or by developing wholly new ones. Startups are nothing more than a concept that becomes a business venture. According to Grant Thornton (2016), a startup business is defined as an organisation that has been in existence for three years or less and is at the Series B investment stage (B Series means second round of funding) b) A sole proprietorship, a partnership, or a transitory business entity c) Takes part in development

A startup business is a new company that is still in its early stages of operation and is frequently backed by a single individual or a small group of people. It's a young, scalable business model built on technology and innovation in which the founders produce a product or service that they believe will be in demand, either by disrupting existing markets or by creating entirely new ones. Startups are nothing more than an idea that turns into a business. A startup company, according to Grant Thornton (2016), is one that has been in operation for three years or fewer and is at the Series B financing stage (B Series means second round of funding) b) A sole proprietorship, a partnership, or a corporation

A startup firm is a brand-new company that is still in its infancy and is typically funded by a single person or a small group of people. It's a new, scalable business model based on technology and creativity, in which the founders create a product or service they feel will be in demand, either by disrupting current markets or by inventing wholly new ones. Startups are nothing more than a concept that becomes a company. According to Grant Thornton (2016), a startup firm is one that has been in existence for three years or less and is at the Series B investment stage (B Series means second round of funding) A sole proprietorship, a partnership, or a corporation are all examples of business structures.

The Indian government is committed to supporting entrepreneurship at the grassroots level, and has taken a variety of steps to guarantee that entrepreneurs receive enough



assistance. In this regard, the 'Make in India' campaign, which was launched in September 2014 to attract foreign investment and encourage local enterprises to join in the manufacturing sector, is noteworthy. To boost trust in startups, the government lifted foreign direct investment (FDI) limitations in most industries and tightened intellectual property rights (IPR) protection. The Government of India (GoI) launched a new initiative dubbed 'Standup India' in 2015 to promote entrepreneurship among women and to assist businesses with bank finance in order to make India the number one destination for startups. 'Digital India' is another outstanding and far-reaching project.

### **Research methodology**

This research has been taken from primary and secondary data.

### **Main Content**

Establishment of Indian Startup Companies Non-Technology-Based Technology-Based Technology E-commerce accounts for 33% of all sales. Engineering accounted for 17% of the total, while B2B accounted for 24%. Construction accounted for 13% of the total.

12% of people use the internet. Agri-products account for 11% of the total. Apps for mobile devices accounted for 10% of the total. Textiles accounted for 8% of the total. 8% of the market is devoted to software as a service (SaaS). Printing and packaging accounted for 8% of the total. 13 percent – another 6% of the economy is devoted to transportation and logistics. -5 percent for outsourcing and support 32 percent of others Grant Thornton, 2015, Startups India-An Overview 4. THE INITIAL ECOSYSTEM Due to the ubiquity of IT and the internet, there is a distinct activity in the startup field in India, in addition to government initiatives. Many new businesses are forming in the service sector, such as education, legal, retail, insurance, and health. The popularity and feasibility of startups is no longer a difficult proposition for an entrepreneur, as clients become aware of the benefits and convenience. A number of venture capitalists and angel investors are betting big on Indian businesses because they see a lot of potential for a small investment.

The formation of Indian startup companies Non-Technology-Based Technology-Based Technology E-commerce is responsible for 33% of all sales. Engineering accounted for 17% of the total, while business-to-business accounted for 24%. Construction accounted for 13% of total expenditures. The internet is used by 12% of the population. Agri products account for 11% of overall revenue. Apps for mobile devices accounted for 10% of all downloads. Textiles

accounted for 8% of total revenue. Software as a service accounts for 8% of the market (SaaS). Printing and packaging accounted for 8% of total revenue. Transportation and logistics account for 13% of the economy, while the remaining 6% is allocated to manufacturing. -5 percent for outsourcing and 32% for other support Startups India- An Overview, Grant

### **Conclusion/Suggestion**

India's current economic situation is one of expansion. With the implementation of liberal policies and programmes for entrepreneurs such as 'Make in India,' 'Startup India,' MUDRA, and others, the Indian government is progressively displaying greater eagerness to improve the GDP rate of development from the ground up. For Indian start-ups, 'Make in India' is a fantastic opportunity. With the government focusing entirely on fostering entrepreneurship, it may be possible to halt brain drain and boost the availability of local talent for startup enterprises to hire. Small contributions from a number of businesses will have a cascade effect on the economy and job creation, complementing the efforts of medium and big industries in catapulting India into a fast growing economy.

### **Reference**

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2. Hotel industry and tourism in India APH publishing corporation in New Delhi.
3. Planning,conducting and evaluation and qualifications research .

## 13. A Research Study on “Growth Drivers as well as the Challenges Faced by Indian Start UPS”

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**Meet Gala**

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### Abstract

In recent years, the Indian startup ecosystem has re-launched and entered its own Driven by things like massive support, integration activities, evolving technology and A growing domestic market. Numbers mean from the beginning of 3,100 in 2014 to Guessing more than 11,500 by 2020, this is by no means a passing trend. Transformation. And it will change the way the markets operate today in India. Tranship of Central Government looks at the combined interests and business of risk To take India. The success of the Silicon Valley launch has many insurmountable and strong implications Indians in your heart. India wants to contribute 15-20 percent of the world's GDP. It is possible When the Starting Movement reaches critical weight. Startup India looks beyond the argument of It is a better institutional support system. Small businesses beyond the metros are not fully aware Of, or integrated into, programs that provide startups with various government incentives and Tax breaks. Despite the progress made so far, Indian businesses face huge challenges, such As the unorganized and fragmented nature of the market in most sectors, a lack of clear and Transparent policy initiatives that startups can tap into quickly, as well as a lack of infrastructure, A lack of knowledge and exposure, and complications in doing business. Creating more Awareness of government initiatives and incentives, credit disbursement to priority sectors, Promoting outreach and network benefits to Tier 2 and Tier 3 cities, as well as easing financing And tax breaks for foreign and domestic investors could improve opportunities for startups in India.

### Objectives

1. To study the growth drivers as well as the challenges faced by Indian Startups.
2. To investigates how the start up ecosystem has developed over the years

**Keywords:-** Indians originated, Developing technology, The beginning of Silicon Valley  
Great support

### **Introduction**

The Indian Institutes of Technology (IITs) is ranked fourth in the world's largest producers Billions of dollars, according to a study by UK bookmaker Sage. IIT Alumnuses create \$ 12 billion including Flipkart, Snapdeal, ShopClues, Zomato and Ola. Stanford University ranks 51<sup>st</sup>, followed by Harvard University And the University of California (26 Jan 2017). The first is defined as a "business venture Or a new business in the form of a Company, a partnership or a re-designated organization To search for a repetitive and uncontrollable business model. " Startup India brings great joy Future opportunities. India has embraced the amazing reality of modern business and its own Complexity. The current wave of startups began around 2004, when Silicon Valley Bank set up its First office in Bengaluru. Since then, the momentum of investment in startups has Increased. By 2015, India had 10,000 startups, almost the same number as in the People's Republic of China (PRC) (Grant Thornton, ASSOCHAM India 2016). It also had Eight "unicorns" – startups with a valuation of \$1 billion or more – across e-Marketplaces, transport and mobility, logistics and hyperdelivery, ad:tech, digital banking And finance, online aggregators, and analytics. To create awareness and building an entrepreneurial environment, a lot of emphasis should now be Given to creating infrastructure for mentoring startups. Various stakeholders such as the government, Corporates, educational institutions and others are and should join hands to build a better ecosystem For young people. We understand that the Commerce Ministry is planning to build an online portal For information sharing among various stakeholders including incubators/accelerators, angel Investors, VC funds and government departments. We also understand that other such initiatives are In the pipeline and are expected to be rolled out in due course.

### **Research Methodology**

Tools: Quality data and price.

Sample Size: 145 Respondents

Sample Method: Random Sample

Defendant's History: Young and well-educated men and women.

Sample Location: Delhi & NCR (Indian market).

**Main Content**

Launch in India has resulted in more launches. Enablers, accelerators, and incubator firms Provide startups with growth tips and decision-making tools. From government advice Policies to act as market incentives, increase the maturity of small businesses. Enablers like NASSCOM and iSpirt bring together key ecosystem stakeholders including startup incubators, Accelerators, angelic investors, venture capitalists, support groups, advisors, and technicians Companies. Their main purpose is to provide funding and support for beginners. Start up incubators act as a tool for the development of Entrepreneurs. The support the government extends to Foster incubation and eco system development by Commercialising the technologies, developing their Products and getting early seed funding is appreciable.

NASSCOM 10,000 Startups: NASSCOM has come up with a powerful program called “10,000 Startups”, which aims to grow India’s first ecosystem by 10x. The system is supported Microsoft, Google, Intel, Verisign, and Kotak. 10,000 Startups aims to enable warmth and support for 10,000 startups in India over the next ten years. The program has managed successfully contributed to 150+ technology initiatives, which help in fundraising, adoption Acceleration programs, customer acquisition, and system board members. However, 2015 has turned out to be a year offering a bit of a reality check to one and all and redefined the dynamics to a great extent. The year also set the tone for the next stage in the evolution of the startup ecosystem. The maturity in decision making that should ideally come in at this stage would be a step in the right direction taking the startup space in India towards greater heights, as it deserves. The larger problems plaguing the businesses, such as the unorganised and fragmented Indian market, lack of clear and transparent policy initiatives, lack of infrastructure, lack of knowledge and exposure, complications in doing business, etc. are at least now being identified as issues that need to be addressed. The framework and course of regulations need to be updated and adopted as per the times. The right policy matter announcements by lawmakers can be a push. In times like these, proreforms announcements are required to provide the much needed impetus to the general business environment in the country in the startup space. Even as the startup ecosystem grew, exits and M&As were few and far between. That Changed in 2018 when Walmart acquired a 77% stake in Indian ecommerce giant Flipkart for \$16 billion in the world’s biggest e-commerce M&A deal. The deal reflected The scale and momentum at which startups in India had grown. Despite its rapid expansion and vibrancy, India’s startup ecosystem is far from

mature. For a long time, Indian entrepreneurs did not focus on solving local problems or working With cutting-edge technologies. This reluctance can be partly attributed to the lack of bold Venture funding, given the lack of investors with deep pockets, resolve, and patience. Further, changes in consumer behavior, low price points, long gestation periods, and Cash burn, especially due to the diversity of stakeholders in a democratic and Decentralized structure, did not allow for reforms to be rolled out at the same speed as In the PRC (Sharma and TN 2018).A further challenge for startups is to take their products to the market as Indian markets appear difficult to penetrate. One reason is the competitive landscape: Often, many firms are already present and many more enter the market, including copycats. A second reason is that startups are at a disadvantage compared to large companies. On the one hand, this is due to the fact that big market players are more capable of dealing with bureaucratic regulations. On the other hand, public procurement is seen as weak and government prefers to sign contracts with established companies. However, if startups are promoted by large companies (for instance, through partnering with them in the context of their open innovation initiatives), they may find it easier to capture a market. A third reason is that communication with and retention of customers takes time and effort. Convincing Indian customers is difficult, especially if the startup develops innovative products and caters to new market segments. Furthermore, it is hard for startups to generate willingness to pay for their products and services. Despite increasing incomes, the Indian customer base continues to be price-sensitive and has little willingness to pay for products and services. Often customers expect discounts, or buy cheaper versions from China. Therefore, startups face the challenge of building affordable solutions, which is sometimes done at the expense of quality. For this reason, many businesses are volume driven, with marginal returns. For those startups which do not charge customers through means of digital payment, collecting and ensuring timely payment can be another issue.

India's efforts at promoting entrepreneurship and Innovation are:

- Startup India
- Make in India
- Atal Innovation Mission (AIM)
- Support to Training and Employment Programme for Women (STEP)
- Jan Dhan- Aadhaar- Mobile (JAM)

- Digital India
- Biotechnology Industry Research Assistance Council (BIRAC)
- Department of Science and Technology (DST)
- Stand-Up India
- Trade related Entrepreneurship Assistance And Development (TREAD)
- Pradhan Mantri Kaushal Vikas Yojana (PMKVY):
- National Skill Development Mission
- Science for Equity Empowerment and Development (SEED)

### **Conclusion**

The success of the Startup India campaign depends on programs such as quick and easy registration of Companies, self-certification of many legal requirements, zero three year probation, financial support, patents, and the speed of copyright protection. It is important to add provisions that help close the dead companies within 90 days. Indian lawmakers can do this under a new dissolution bill. Central location The theme is that easy start and end are important in the context of high mortality rates. This research paper found that respondents supported the idea of funding incubation facilities. The government's proposal does so, in all Universities, innovation organizations, research parks and industries. Parks in the same rows. Promise of the first capital of ten thousand crores in the fourth period Years from government is able to attract tenfold investment by 2022. Credit guarantee of The first loan is the booster volume needed to develop the Indian industry. Although India's overall ranking has jumped up 16 spots from last year to the 55<sup>th</sup> Position, in terms of tax rates India is still ranked at the 123<sup>rd</sup> spot. While the issue of multiple Indirect taxes is likely to be resolved by the imminent Goods and Services Tax, additional Direct taxes such as corporate tax and income tax still present inordinately high tax burdens On Startups. Without reform of its tax structure, Indian Startups in the informal sector will Hesitate from becoming formal.

Start ups cannot operate in a vacuum. They need a Supporting eco-system to nurture them. India is the land of Rising entrepreneurship. U.S. boasts 23 million small Businesses while India with 48 million has more than twice as Many, but securing financing is still an issue. Growing Entrepreneurship culture, a supportive new proactive Government, growing availability of financing, India, the World's largest democracy is poised for robust economic Times.

Overcoming all the barriers and with the constant support extended by the government and various institutions. Hope India would overcome China in a very short period of Time

### **Literature Review**

Startup India is promised the first capital of 10K crore in four years from Government. This seed money is likely to attract tenfold investment by 2022. Credit guarantee The first loan is another booster. The launch schedule was unveiled on January 16, 2016 in front of home And international businessmen. Online-based businesses from food to fashion, health to education, And travel to pay-per-view sites – all taking center stage recently. Industry expectations from The government agrees. Few industry leaders fighting for Startup India want to rise Bandwidth, tax breaks on budget smartphones supporting indigenous languages, simple KYC Procedures, as well as improved access to electricity and credits. They work with policy makers to Issue regulations that apply as an investment broker. Clean documents by pipedream of Young, technically savvy, intelligent entrepreneur. Developed countries have worked hard to Make startup tasks easier. It is this background that makes policy implementation a challenge again Interesting enough for the government of the day. Industry expectation from the Government is reciprocal. Few industry leaders who are championing Startup India want high bandwidth, tax breaks on budget smartphones supporting vernacular languages, simpler KYC Norms, and improved access to electricity and credits .They are interacting with policy makers to weed out regulations which act as a brake to investments. Crisp Documentation is a pipedream for the young, technology savvy, smart entrepreneur. The developed countries have worked hard to make startup operations simple. It is this backdrop which makes policy making challenging And interesting enough for the government of the day. The Prime Minister unveiled a 19-point agenda to take forward the startup culture. The action plan included tax Sops, ease-of-doing business, innovation to help entrepreneurs to startup and grow their business(Forbes India, Startup India, January 18, 2016).

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- [http://startupindia.gov.in/uploads/pdf/Relaxations\\_for\\_startups.pdf](http://startupindia.gov.in/uploads/pdf/Relaxations_for_startups.pdf)
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## 14. Blockchain- Driven Logistics & Supply Chain Management

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### **Abstract**

Modern supply chains have evolved into sophisticated value networks that have become a key source of competitive advantage. However, verifying the provenance of raw materials and maintaining visibility of products and merchandise as they move through the value chain network has become increasingly difficult. The Internet of Things can assist businesses in observing, tracking, and monitoring items, activities, and processes across their value chain networks. Product monitoring to optimize operations in warehousing, manufacturing, and transportation are some of the other The Internet of Things (IoT) applications. Blockchain technology, when combined with IoT, can enable a wide range of various application scenarios to improve value chain transparency and B2B trust. IoT and Blockchain technologies, when used together, have the ability to boost the effectiveness and efficiency of modern supply chains. This study makes a two-fold contribution. First, we show how combining Blockchain technology with The Internet of Things (IoT) infrastructure may help modern supply chains and value chain networks run more smoothly and efficiently. Second, we develop six research hypotheses that outline how Blockchain technology might affect important IoT properties (such as scalability, security, immutability and auditing, information flows, traceability and interoperability, and quality), laying the groundwork for future research efforts.

### **Objective of this Research**

- To study Blockchain integration in logistics and supply chain management.
- To study Internet of things (IOT) in logistics and supply chain management.

**Introduction**

Because of the growing demand for inter- and intra-organizational connectedness, which is facilitated by developments in modern technologies and tightly interconnected corporate processes, supply chains are becoming increasingly varied and sophisticated. Companies are employing novel technologies such as the Internet of Things (IoT) and Blockchain technology, as well as innovative concepts such as the so-called physical Internet, to cope with this dynamic environment and the increasing need to Automate supply chains and enhance competitiveness. Furthermore, they improve information transparency. The impact of new technologies on supply chains is a research gap that both practitioners and academics must be aware of.

**Key Words:** Blockchain; Internet of Things; supply chain

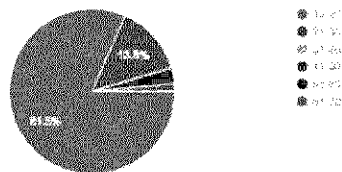
**Research Methodology**

In this research, we used the Questionnaire Method, where we connected to the people and asked questions about integrations of Internet of things and Block chain technology in logistics and supply chain management. The questions which were created was to study that how much important is IoT and Blockchain in logistics and SCM

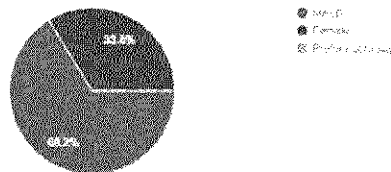
As per our respondents we got 65 responses. They were personally contacted by us to fill the survey form online. Many of the people took initiative and filled the forms through email Ids and personal details which were kept confidential, Only the responses were used for the research paper and there were no objections raised from anyone

**Findings**

AGE  
65 responses

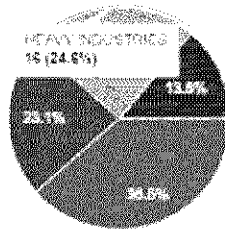


GENDER  
65 responses



Which industry is most effectively using logistics and supply chain management on daily basis according to you?

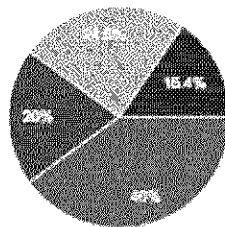
65 responses



- FMCG
- ROUNDER SERVICES
- HEAVY INDUSTRIES
- FOOD

What does logistics develop for a company?

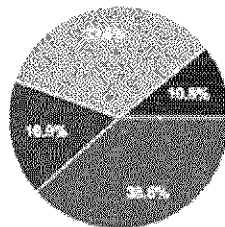
65 responses



- IMPROVE
- TRUST
- GOODWILL
- CUSTOMER SATISFACTION

What factors affect the supply chain of an organization?

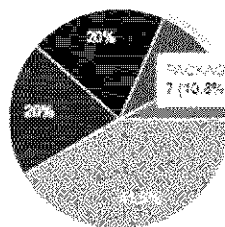
65 responses



- EMPLOYEES
- FINANCE
- NATURAL FACTORS
- TRANSPORT QUANTITY

Blockchain and bitcoin are both same ?

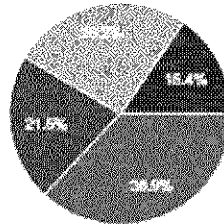
65 responses



- TRUE
- FALSE
- SPEED
- QUALITY
- CUSTOMER INTERACTION QUALITY
- PACKAGING
- A. Speed B. Quality C. Customer interaction quality D. Packaging

Which mode of product delivery is most comfortable for consumers?

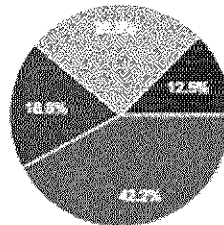
65 responses



- ON DEMAND DELIVERY
- SCHEDULED ON DEMAND DELIVERY
- PICKUP POINT SYSTEM
- AVAILABILITY COLLECTION

Which mode of payment provides consumer the feeling of safety?

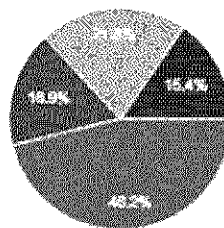
64 responses



- CASH PAYMENT
- CARD PAYMENT
- ONLINE PAYMENT
- COUPON REDEMPTION

Why people nowadays prefer delivery at doorstep?

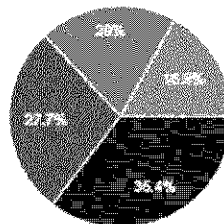
65 responses



- EASE OF PURCHASING
- COVID-19
- INDOLENCE
- GOOD DEAL AND VARIETY

Which of the following is the way in which an IOT device is associated with date?

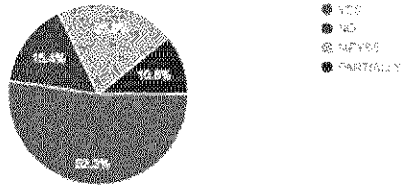
65 responses



- INTERNET
- CLOUD
- SQUARE
- NETWORK
- BETTER MANPOWER
- BETTER MACHINERY AND EQUIPMENT
- CONSUMER FEEDBACK
- IMPROVED MANAGERIAL DECISIONS

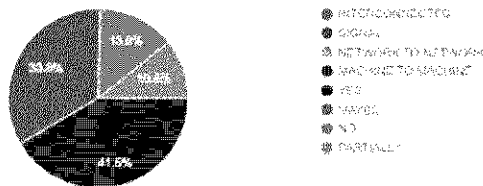
Do you think that customer experience rating demanded by companies is actually used?

55 responses



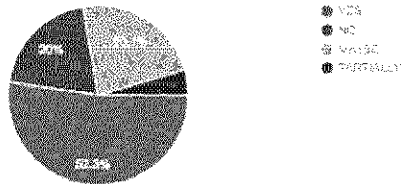
An IOT network is a collection of \_\_\_\_\_ devices ?

55 responses



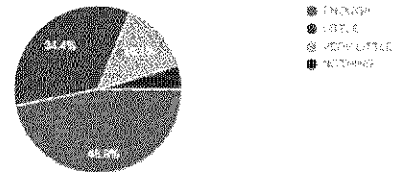
DO YOU THINK BLOCKCHAIN IS HELPFULL IN LOGISTICS & SCM ?

55 responses



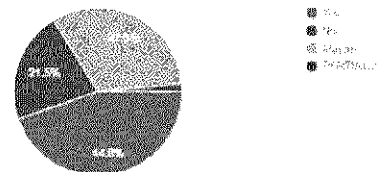
HOW MUCH DO YOU KNOW ABOUT LOGISTICS AND SUPPLY-CHAIN MANGMENT

54 responses



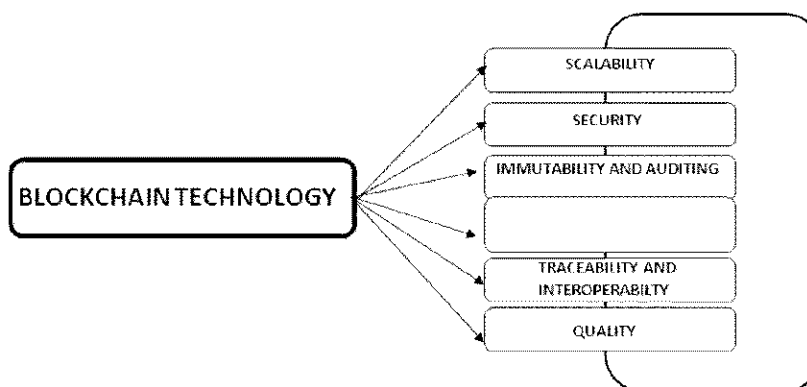
IF YOU GET CHANCE WOULD YOU LIKE TO WORK AS A LOGISTIC AND SUPPLY-CHAIN MANAGER

55 responses



## Main Content

Blockchains enable the open aggregation of massive amounts of data generated by IoT devices, ensuring that benefits are distributed more evenly among supply chain exchange participants. As indicated in Figure 1, we explore the important study issues at the confluence of IoT and Blockchain technology in the following sections, including scalability, security, immutability, and auditing, effectiveness and efficiency of information flow, traceability and interoperability, and quality. Each section concludes with a research question.



**BLOCKCHAIN TECHNOLOGY :-** blockchain is a "digital, decentralised, and distributed ledger in which transactions are documented and added in chronological sequence with the purpose of producing permanent and tamperproof records" according to the definition. It is, in essence, an unique system for storing, protecting, and sharing data among various nodes in a network. By handling chain data across a distributed and interconnected network of nodes, a Blockchain deviates from the usual centralised approach. Shared recordkeeping, immutability, decentralisation, distributed trust, multiple-party consensus independent validation, tamper evidence, and tamper resistance are the main properties of Blockchains. The term "blockchain" became widespread as a result of a set of configured technologies, tools, and processes that support the cryptocurrency Bitcoin. Bitcoin is a decentralised digital currency that was the first successful application built on an online Blockchain. It is based on an open system of computer networks and online communication protocols.

Blockchains can be set up to encrypt and store data on or off the chain, as well as record timestamped transactions. They can also automate agreements by using smart contracts to conduct procedures depending on a set of criteria, terms, and rules that the system's members have agreed upon. By validating participant identities, allowing their access, and improving

transaction recordkeeping, a Blockchain platform can facilitate multi-party trade interactions across global supply chains. Cryptographic methods and recursive block hashing enable this capacity. Each block has a header and a body, the former of which carries the previous block's hash, effectively connecting the blocks. To prevent detection, any effort to tamper with a block demands changing the headers of prior and subsequent blocks, thus therefore becomes increasingly difficult to tamper with as the chain grows longer. Because IoT networks are pervasive and distributed, a centralised strategy to collecting, storing, and analysing all relevant supply chain data may cause delays and result in a situation known as a single point of failure. As a result, a Blockchain has the ability to address the issues raised above while also providing supply chain exchange partners with decentralised trust. Blockchains' lack of centralised controls enables a high level of scalability and robustness by utilising all participating nodes' resources and eliminating many-to-one traffic flows.

**INTERNET OF THINGS :-** Kevin Ashton, a British entrepreneur and company founder, initially created the term "Internet of Things" (IoT) in 1999. The Internet of Things (IoT) is a network that connects sensors on or in physical objects ('things') ranging from consumer goods to pallets in its most basic form. of commodities, everyday equipment, domestic appliances, and industrial gear. Furthermore, cloud computing and the more recent concept of fog computing (i.e., a decentralised computing structure that extends the concept of cloud computing by allowing local computation, storage, and communication through so-called 'edge devices') provide computing resources and scalability to connect, store, and analyse IoT data (often referred to as big data) received from connected devices and sources such as WSNs, global positioning systems (GPS), and GSM (GIS). IoT data analysis may help businesses notice and respond to situations in real time, and it can lead to automation or value-creating predictive analytics capabilities. Furthermore, IoT streamlines important business operations by capturing data such as the identification of human operators and environmental factors (e.g. temperature humidity vibration air currents) through the connection of a heterogeneous group of hardware devices (e.g. sensors). IoT devices are frequently used to perceive the physical world, communicate via wireless signals, and act in response to specified conditions. The three distinctive qualities of IoT, according to Barreto et al., are context, omnipresence, and optimization. The context describes the potential of IoT to deliver real-time monitoring, interact, and enable an immediate response to regulated situations. The term "omnipresence" refers to the



technology's pervasiveness and broad applicability, whereas "optimization" refers to the precise features and attributes that each physical object possesses. These capabilities pave the door for new and innovative IoT use cases to emerge among exchange partners in both simple and complicated supply chains, resulting in new business opportunities. With the change to 5G technology, which offers higher data transfer rates, the Internet of Things is projected to mature quickly and become more integrated into society. Cisco, a renowned network technology supplier, expects that by 2030, there will be 500 billion IoT devices connected to the internet. Furthermore, IoT offers numerous potential applications and use cases in a variety of industries, including healthcare, automotive, industrial activities, smart homes, agriculture, and construction.

According to Lee & Lee, there are five key Internet of Things (IoT) technologies that are commonly employed in supply chains and logistics. RFID, wireless sensor networks (WSN), middleware, cloud computing, and IoT application software are just a few examples. RFID (radio frequency identification) is a technology that is utilised in numerous supply chain activities (such as warehousing, manufacturing, and transportation). The GS1 Electronic Product Code (EPC) UHF Gen 2 industry standard is used in modern supply chains for passive RFID tags (those that do not require electricity). Passive tags use wireless radio waves from a reader/antenna to identify physical things that the tags are attached to or related with, eliminating the necessity for a direct line of sight between the reader/antennae and the tags. The read range of UHF Gen 2 tags can be extended up to 300' in some cases. When physically moved, RFID tags can also be 'semi-active' with a power supply, sending an intermittent signal to a network or signal. Active RFID tags and devices have a power supply and send a network an active beaconing signal. When RFID devices are connected to an IoT network, the WSN is defined as a cluster of nodes (connection points for data transmission within a network) that cooperatively sense and actuate physical or environmental conditions (e.g. temperature, humidity, light intensity, velocity), allowing interaction between people or computers and their surroundings. Through smart sensing capabilities, WSNs enhance supply chains by providing more effective real-time monitoring of logistics processes. Because of the higher level of data granularity in decision making and resource allocation, this capability leads to improved allocation of key resources. The middleware acts as a central hub for collecting and storing data created by connected devices, as well as structuring the data in a way that can be used by IoT applications. This layer improves data

availability, provides more detailed insights, and can make data more available for analysis and decision-making to operational employees and management. Cloud computing enables access to a shared pool of configurable computing resources such as computers, networks, servers, storage, applications, services, and software applications from anywhere, at any time. Cloud computing has considerable advantages in coordinating data and information flows between numerous dispersed entities in the supply chain, facilitating collaboration among all value chain exchange participants. An IoT application is typically hosted in the cloud and accessed via mobile applications (apps) on smartphones, tablets, and desktop computers. These applications improve machine-to-machine and human-to-machine interactions, resulting in data processing that is frictionless and information transfer that is timely.

### **Conclusion**

In this white paper, we explain how combining Blockchain technology with IoT can open up new possibilities for supply chain integrity and operational performance. Simultaneously, the technologies have the ability to create new issues. A Blockchain, for example, is a type of distributed ledger technology. Immutability is a key property. Immutability, on the other hand, can be a disadvantage. For a variety of reasons, which are now driving a resurgent interest in producing, it was once considered a bad feature. Blockchains that are 'mutable' As a result, more academic research is needed to investigate, explain, and solve the problem. Clearly forecast various application scenarios. This encompasses the application of academic theories, as well as the creation of new ones. It could lead to a better understanding of why certain phenomena occur. It's vital to remember that Blockchain has a number of limits and concerns. integration in an Internet of Things (IoT) context. As the complexity of IoT infrastructure grows, the Blockchain will be at the forefront of managing large volumes of data that demand high scalability. The use of permissioned Blockchains, which are less resource-intensive, can ameliorate privacy and scalability difficulties, and the notion of 'Blockchain pruning' (deleting unneeded data or old transactions) has been proposed as a viable solution. Nonetheless, these options generate debate regarding the immutability of Blockchains and the monopolistic attitude of consortium ledgers, which raises entry obstacles and stifles innovation.

### **Literature Review**

The Internet of Things (IoT) can assist businesses in observing, tracking, and monitoring items, activities, and processes across their value chain networks. Product monitoring to optimise

operations is another IoT application. in the fields of storage, manufacturing, and transportation Blockchain technology can be used in conjunction with IoT. Can be used in a variety of different settings to improve value chain transparency.as well as to boost B2B trust IoT and Blockchain technology, when coupled, have the ability to transform the world.Modern supply networks may be made more effective and efficient. This paper makes a contribution in the following ways:twofold. First, we show how Blockchain technology can be used in conjunction with IoT. Infrastructure can help contemporary supply chains and value chain networks run more smoothly and efficiently. Second, we develop six research proposals that outline how Blockchain technology can have an impact on crucial issues. characteristics of the Internet of Things and quality) and, as a result, provide the groundwork for future research efforts.

### **Suggestion**

Beyond geographical limits, legal uncertainty and a lack of industry standards may cause the marriage of Blockchain and IoT to be delayed. Despite the fact that Blockchain technology the integration could improve peer-to-peer communication amongst supply chain exchange partners Some of the institutional assumptions typical in international business are challenged by Blockchain and IoT. Indeed, harmonisation (or 'equivalency' between sovereign states) of data protection is good for business. Stronger industry self-regulation to govern and limit access is still a concern. It is necessary to collect data and coordinate its dissemination both nationally and internationally.It's still unclear how Blockchain's various technologies and systems will work together. Other technical artefacts must be integrated with each other. This is exacerbated by the existence of faulty and inefficient transmission standards and protocols that clog the exchange partners' information sharing arteries. Furthermore, an IoT ecosystem is inherently dynamic and unpredictable, and it is influenced by constantly changing laws and regulations governing security and other interoperability needs. The unexpected fluctuation and chaotic character of the situation necessitates the adoption of new laws and regulations as soon as possible. The purpose of this paper is to build the groundwork for future research by proposing six potential research ideas. Other scholars will need to operationalize, enhance, and adapt them to various study situations. We specifically invite academics to carefully study the application of existing theories to better explain emergent phenomena at the intersection of Blockchain, IoT, and supply chain management in order to drive incremental research.

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## **15. Female Entrepreneurs Breaking Stereotypes**

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### **Abstract**

The fundamental structural changes that are occurring in the world's nations are creating new chances for entrepreneurs, both male and female. Manufacturing is declining in developed countries, but the quickly rising service industries are booming. The old way of doing things is proven ineffectual and obsolete in the face of rapid change and the resulting chaos brought on by globalization of markets and competition, new technology, and instantaneous communications. There are numerous new opportunities available to women, and they are seizing them.

As a result, women are increasingly becoming a driving force in the global expansion of emerging and developing economies.

Needless to say, significant changes in the global economy have had a considerable impact on women's status in the marketplace. Meeting the increased need for skills and specialisation of knowledge, sustaining the sustainability of those skills and information in an ever-changing economy, and accepting the instability that might emerge from such developments have all presented new issues. As a result, new methods of thinking and acting must be taken into account. Women's leadership styles, as well as their unique capacities and attributes, appear especially valuable at this time. In recent years female entrepreneurs have represented the fastest growing categories of entrepreneurship worldwide and also have gained attention of many academics.

### **Objective of the Research**

To address psychological point of view of male entrepreneurs towards female entrepreneurs.

To understand the mentality of our indian society towards women entrepreneurship

## Introduction

Over the last decade ,the Indian economy has grown rapidly and steadily. There has been numerous start-ups and new businesses in the country. The ratio is higher with men being the majority in the field of business. Many females have ambitions towards becoming entrepreneurs, in fact its more hard for them to succeed. Its been said that India struggles with women leaders being on top. Its usually because there is a lack of business resources, finances, capital, development, etc.

But if we look on the brighter side, Indian women are also changing and are quickly emerging as potential entrepreneurs. Even role modelling on women in the business sector breaks through views on man sectors. Women these days are coming up with ideas on how to run a small business and are also willing to inspire, get inspired and learn from their experience

**Key Words:-** Resolve, Challenges, Multitasking, Changes, Emerging Economies.

## Research Methodology

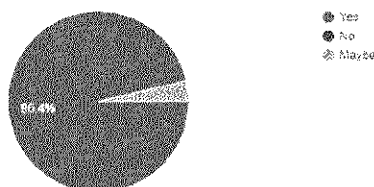
We Used Questionnaire method in this research .Here ,We Connected to the people on the Internet and Ask Them A Few Question About ‘Women Entrepreneurship’ The Question Asked were Basically About how to Resolve the issues and conflicts among them and on how they can make better.

As per our responses, we got (55) responses from students, teachers ,family members and the non teaching staff .They were personally contacted by us to fill the survey from online .

Many of the people took the initiative and filled the forms Through Email IDs and Personal details which we have kept confidential.

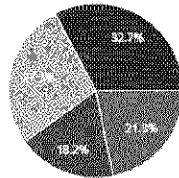
## Findings

Do you support women leading businesses?  
55 responses



Why do you think that there are less women entrepreneurs in India?

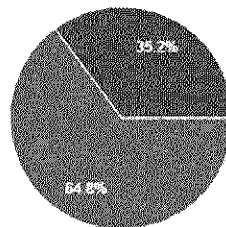
55 responses



- Limited resources
- No moral support
- Equal importance not given
- All of the above

Do you think that there is male dominance involved in the offices?

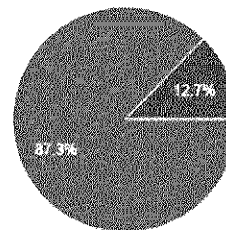
34 responses



- Yes
- No

Do you know anyone who is a woman entrepreneur?

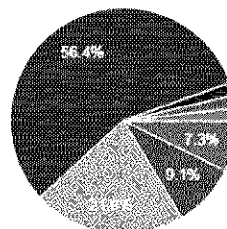
55 responses



- Yes
- No

What do you think are generally the ambitions of a woman?

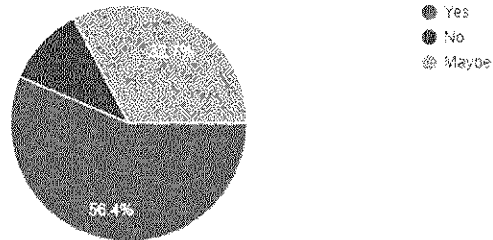
55 responses



- Housewife
- 9-5 job
- Woman entrepreneur
- Highly accomplished
- Women wants respect and independent in society
- What ever she wants to be, even a sex worker for a matter of fact!
- All the above

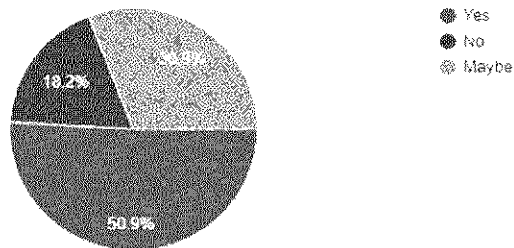
Do you think women are facing a lot of difficulties for the higher position?

55 responses



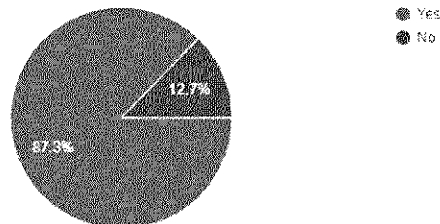
Do you think women entrepreneurs have a difficulty facing financial problems?

55 responses



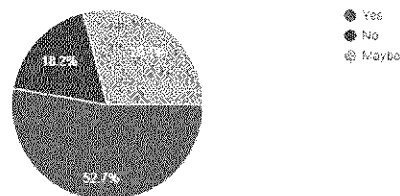
Do you think women are the future of our world?

55 responses



Do you think managing the household chores and business work could be a challenging task for a woman?

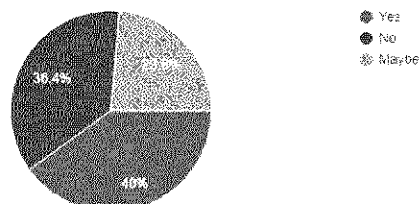
55 responses





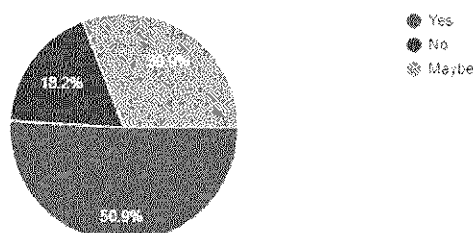
Do you know if there's any scheme launched by government of India to support women Entrepreneurship?

55 responses



Do you think women entrepreneurs have a difficulty facing financial problems?

55 responses



What would you like to say to the aspiring women entrepreneurs?

Their responses:

- Women can do anything | They can do business and even in every field they are looking forward to participate and help to social services.
- They should also get the opportunity they will prove it
- Women can do anything. Women are the future, they're the superheroes
- Special recognitions and award can be instituted for women participating in such targeted industries.
- You can have anything you want, once you have mentally accepted the fact that you can have it
- Never lose hope in your path... there might be many ups and downs but sticking to your path and working hard will lead you towards your own success story.
- Keep doing your best, there's absolutely no one that can take your voice away. You deserve every bit of success you work hard for. You got this
- Your success can be a catalyst for many more women who may be dejected
- Always have a solid plan, prepare for financial challenges and don't be afraid to ask for help never stop learning and build a team that shares your vision
- Keep the carousel running

## Main Content

We are aware that male and female entrepreneurs are really different and people might say that it holds a true comparison between them

It is very easy to believe that there is a gender gap, be it biased or not, people are real quick to assume gender stereotypes. There are also some theories that don't explain that men and women differ entrepreneurially

The mind is really a brilliant thing let's say , somebody has to run a company by being a business owner. But the real question is why should they be different in gender? Is it because we believe that both men and woman are so distant? , really The last time o checked the owner of small business are from earth only .

Well the gender gap has been slowly shrinking across all age groups since 2002. But the decline is really due to less male self employment than families venturing into entrepreneurship, yet somehow it doesn't clarify how and why female entrepreneurs should be less than male entrepreneurs.

Now should we take a deeper dive into the gender differences and try making differences between male and females entrepreneurs? Especially the one who runs the business with staff because this can add valuable insight to female entrepreneurs.

A good way to start the difference between male and female business is by looking at what makes them Entrepreneurial. Basically their Entrepreneurial competencies it is usually said that male entrepreneurs take more risk and more self belief and that's how they become successful entrepreneurs

But woman do business differently not more on better, males having more self belief than woman maybe true, but still it doesn't justify that women are less self belived .

### **Women Entrepreneurs in Indsutralized World**

Female entrepreneurs contribute significantly to the creation of wealth and jobs. Large manufacturers in the industrialised world are continually "downsizing" by reorganising and laying off people in the face of global competition. The political, social, and economic uncertainty that has resulted is quite concerning.

Entrepreneurial enterprises are employment creators in this uncertain economic environment. A quarter of all jobs are provided by businesses with less than twenty employees. Women are leading an increasing number of these tiny, innovative businesses.

Female entrepreneurs are innovators, and innovation is good for the economy. Towns that used to rely on a single large company are now seeing the value of luring small businesses. The

local economy's stability and durability are enhanced as a result of the diversification. Greater local ownership also improves stability since people who live, work, and serve in a community have a personal stake in its success.

### **Women Entrepreneur in the Developing World**

Women-owned businesses account for roughly one-quarter to one-third of all businesses in the world. While many qualities are shared by women entrepreneurs in both developing and developed countries, there are some differences.

Women-owned businesses make up about a quarter to a third of all businesses in the world. While many qualities are shared by female entrepreneurs in both developing and developed countries.

### **Female Entrepreneurs Respond to Economic Changes**

Women around the world are acting as economic players in a radically different context, with capital, labour, and goods moving much more quickly across national borders and the speed of technology change transforming production and information systems.

To reiterate, traditional manufacturing is giving way to emerging industries and services in the majority of wealthy countries. Simultaneously, the social and environmental consequences of industrial expansion are persuading the majority of people to reject the notion of "growth at any cost." The most active players are small and medium-sized businesses that can meet the needs originating from new information technologies while also being profitable and increasing quality of life.

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### **The Influence of Female Entrepreneurs on Business**

Women's culture has given birth to a new idea of entrepreneurship. "Women's household duties, including child-rearing and the financial practical side of housekeeping," says Elisabeth Fenez, a French expert for the European Commission for Economic Studies (ECES), "have taught them to use their initiative under what are often difficult circumstances, in other words, to

be enterprising and innovative." 17 The history of women's social roles has always been fraught with limitations, but they can now be transformed into opportunities, as many women are doing. Almost all of the women polled mentioned the desire to take an active role, to contribute, to exist in their own right, and to be recognised. They aspire to be more self-sufficient.

Business ownership contributes to a person's balance and sense of fulfilment, in addition to its economic and income-generating role. This is a tremendous motivation, releasing energy, inventiveness, and a desire to succeed.

### **Literature Review**

There are a lot of factors which we have considered; some of them include the **social factors, financial factors, psychological factors, resource factors and satisfactory factors**

**Social factors:** - The mind-set of an entrepreneur completely depends on the social ethics and belief, as we have said before that a lot of work has been embedded in women that include family responsibilities and social responsibilities. The performance of women has an impact on the entrepreneurial performance. Female entrepreneurship supports the economy as it enhances educational opportunities and they also influence social status in society.

**Financial factors:-**The main factor in this area is that the government should authorize financial support for entrepreneurs through financial agencies and schemes. They contribute to the development of the economy through their commercial activities. To encourage women entrepreneurship in the rural sector, self-awareness programs should be created by the central and state government. It will lead to motivation.

**Psychological factors:-** There are a few urges, attitudes in order to learn things. They have confidence of not being afraid of business risks and losses/failures. Female entrepreneurs have the indigenous knowledge and skills to operate the business, and positive social reinforcement should be available to help women entrepreneurs enhance their abilities. Proper training and education for female entrepreneurs will enable them to adapt into innovative practices in businesses.

**Resource factors :-** Women entrepreneurs face a lot of challenges like lack of skilled labour, difficulties in retaining work, impacting performance & satisfying firms. Usually, lack of financial assistance slows down the things in order to start a company. Basically, resource factors have influenced on women entrepreneurs work satisfaction

**Satisfaction Factors :-** Entrepreneurial satisfaction can be measured through individual performance. In individual entrepreneurs must decide whether they want to invest more time and money, cut back, or shut down (Jha et al. 2018). It can also affect whether entrepreneurs work with their clients and staff efficiently. Business satisfaction, client earnings satisfaction. Family support and employee satisfaction are two criteria that can be used to gauge contentment. Women have been able to develop their personalities through entrepreneurship, with greater social skills and prestige, increased understanding of social issues, and increased awareness of government services (Nsengimana et al. 2017). Following political reforms, women-based establishments emerge in the informal sector. In conventional and household-based businesses, women entrepreneurs are more engaged, satisfied, and focussed. Profit maximisation, specialised industry incentives, and the size and form of the company are some of the reasons that motivate women entrepreneurs. The following hypothesis has been developed based on the foregoing debate.

### **Conclusion**

The purpose of this paper was to generally just look at the literature around women entrepreneurship. The lack of access to all facilities women are finding it difficult to succeed, despite having clear motivations and goals.

In economies development of India, the role of women is inevitable. There is this increased access to education and capital resources which are also accessible to women in professions like trade, engineering, technological sector etc. female entrepreneurs are also willing to contribute to the economic development of the country. Also, in order to promote sustainable women entrepreneurship.

The woman should be moulded properly with business traits and skills which are needed to meet for the changes in trends. This should be sustainable enough to strive for excellence in the entrepreneurial arena. All of this requires holistic approaches which are adopted by the regulators and the society as a whole.

In practice, some aspiring women entrepreneurs can benefit entrepreneurs can benefit by gaining access to apprenticeship in target industries.

### **Suggestions**

Women generally are denied of higher education, especially in the underdeveloped and rural areas. They are also not entitled to enrich their knowledge in technical and research areas.

So , the first basics suggestion would be give more opportunities and higher education to women .**“Lack of education for nobody”**.

There is lack of information, female entrepreneurs are not generally aware of the subsidies which are available for them. So , if there’s no lack of knowledge , female entrepreneurs can also avail the specials schemes.

There’s lack of funding in order to even start a small business. They are not taken seriously by investors and then they have problems in order to access loans .it a problem for both men and women ,but women are said to be facing more challenges in this area. Thus, rising capital for female owned business would also do them good.

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## 16. A Study on Importance of Event Management

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### **Abstract**

Good planning is a continuous process and good plans should be adaptable and flexible – they require a solid foundation and a straight forward structure. Organising a sport or recreation event can be a daunting task, particularly for an individual or committee planning an event for the first time. While the scale of the events varies dramatically, the principles of event management essentially remain the same. In planning an event it is important to understand why the event is being held, who it is for and who it will benefit. Having a clear focus and defined objectives will help direct the planning process. When and where an event takes place can have a significant impact on its overall success. When considering the best time of the day, month or year to hold an event, it is important to consider other events that

**Key words:-** Occasion Management System, Aspect-Oriented Programming, Separation of Concerns, Adaptable, Flexible, Success.

### **Introduction**

Events create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures and foster creativity and innovation. They allow a community to come alive and provide an opportunity for a destination to showcase its tourism experience and increase economic activity. Events contribute significantly to community building, lifestyle and leisure enhancement, cultural development, tourism promotion and increased visitation, volunteer participation, fundraising and economic development. Most importantly, events create a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and a sense of place.

### **Objective**

- To understand the concept of event management

- To study the different types of events
- To analyse the role of creativity in event management process
- To study about the various types of event management structure

### **Methodology**

Generally when discussing Event Management approach, the conversation spins around the abilities of an apparatus, the quantity of occasions that can be handled each second, or the custom calculation inside the relationship motor that makes everything work (as though by enchantment). We take a gander at the instrument or devices that are shown out before us and anticipate that they should give every one of the capacities that are required, and afterward we mark off each of the necessities individually.

### **Main Content**

#### **Event Planning and Management**

It is the application of project management to the creation and development of festivals, events and conferences. The activities for marketing and managing events require certain steps to be followed, also called five C's of event planning and management.

#### **Sustainable Management of Events**

This is also known as green events which means that the events are managed in a way that it seeks to minimise the use of resources so as to reduce the negative impacts on the environment. The focus here would be to indulge in those practices at all levels of event planning and organisation that causes less harm to the environment, eg., choosing materials which are natural, reusable and recyclable. Event manager has to make conscious decision while choosing and selecting the materials which are easy to procure and have repeated use.

The Event Concept: Successful events are usually based on a strong concept and purpose. Ideas for holding events arise from a multitude of reasons. For example your idea may have come from a need or desire to:

- Celebrate a unique aspect associated with your town or area
- Showcase or develop a particular cultural or sporting activity
- Mark an historic occasion, national day or local holiday
- Host or create a competitive or mass participation sporting event
- Encourage more visitors to come and spend time (and money) in the town/area
- Improve or refocus the image of your town/area



- Encourage and celebrate community activity
- Mark an opening or launch Etc.

Whatever the impetus for your event, you will have identified an opportunity and assessed the various broad risk factors associated with its successful delivery.

### **Develop an event management plan**

Planning is the most important part of running a successful event. Event management planning includes all activities and issues associated with the event and how you are going to plan for them.

Your event management plan must include the following important documents:

- Key objectives and measures;
- Project plan/ critical path/ and/ or task list listing all the tasks required to deliver the event
- Project budget;
- Program schedule or run sheet (including contact list);
- Site plan and other details about the venue;
- Traffic management plan;
- Security brief;
- Contracts with suppliers and entertainers;
- Event promotion/ marketing;
- Waste management plan;
- Emergency management plan, including map of evacuation;
- Risk management plan;
- Public liability insurance

Any event- is the most important event in any person's life. Everyone wants their events to be perfect so that the people who come to the event remember this event as well. It is for this reason that most of the people are now planning to take the services of event planners who would manage their services. If event management services are taken into account, their responsibilities would be diversified and they would focus on other issues properly. Event management is probably the activity most popularly associated with the events industry. Suppliers of this important service provide a one stop shop for companies and individuals wishing to hold an event or party

Event management companies have a wealth of contacts supplying of all types of services relating to the events industry and take on the responsibility of coordinating all the logistics involved in making the event work to the client's satisfaction. This basically involves doing all the running around, booking the venue, arranging the catering and entertainment as well as all other ancillary services necessary to make the event run to the client's complete satisfaction. They will also be in attendance at the event to ensure that everything runs smoothly and to plan. The list of services that can be provided by an event management company encompasses everything that can be imagined relating to an event. Such services include venue finding, catering, marquee hire, lighting & décor, entertainment, band, disco and all musical entertainment, provision of drinks and hire of mobile bars, hire of all necessary event staff, florists, photography and videography services, security, transport, valet parking, hotel reservations and invitations and invitation management.

When choosing an event management company it is always advisable to meet the company to ensure that you feel they are confident that they can organise the event as required. Common sense dictates that you should ask them for testimonials as well as requesting a client list. For larger and international events it is advisable to choose an event management company who have big name companies in their client portfolio. Once satisfied that the event management company you have chosen is capable of delivering the service that you desire, sit back in the knowledge that they will do all the hard work, enabling you and your guests to enjoy the event.

### **1. Event research to the present**

The largest research focus area from the beginning of event research has been on the economic impacts/benefits of individual events. This research was first motivated from a function of the utility of the event management as a way to demonstrate the economic benefits of holding the event to the political powers that control the jurisdiction where the event was held. Other economic studies looked at the benefit for local population, to support the justification for construction of new infrastructure (stadiums), and to take credit for all the employment generated by the development and operation of the events. In conjunction with the economic studies were the studies that focused on the social impact events had on local populations. These impacts have been identified as both positive and negative. The positive results showing the creation of new employment opportunities to increase livelihoods for residents in a new economic endeavor. In addition to the economic opportunities are the community building and social strengthening that

events have done for communities of all sizes and types. Part of the social impacts though has also been found to be negative for local residents. These impacts can range from residential relocation as well as stress to the residents caused by pollution, noise, crowding, and crime, to name but a few, suggesting all events are not as successful as they seem on the surface.

The second group of event research elements is found around visitors that attend various types of events.

## **2. Future areas for event management research**

The most obvious topic in the future for event management if you pay any attention to the news today is safety/security at all types of events. This issue is not focused only in North America but is of global concern if past tragedies in England, France and Spain and many other countries are any indication. How then may this type of research evolve to help provide solutions to these problems without making the event experience less enjoyable is just one of the questions for event managers to answer? How do events provide the same level and quality of experiences and still ensure the visitors will be safe and secure? The solution for this is likely going to be quite different for small community events versus mega events in that the parameters that can be imposed at each size of event will have different levels of acceptance by event visitors at each size and type of event. A second area of event management research that will have to increase is the understanding of what are “event experiences.” Some areas needing research are for instance, the event experiences that visitors are looking for; what makes these event experiences expectations different from previous needs and motives research on events; and does the so-called experience economy mean that visitors will have new measures of satisfaction with their event experience? Will topics for events in the future include such concepts “co-production” of events for them to be successful, or should the events merely provide the visitor with some escape from normal daily life? Event management will not only continue to expand in the future with a demand for more and better prepared workers but will be a research area in need of more attention. I see a need for more education and training of the next generation of event managers in the field and event researchers in academia. Due to the fast changing world today, there is a great need for more knowledge and skills for the event industry to be successful in the future, which means academic event programs need to focus on more efficient curriculum that is based on strong research results.

**Finding****Attempts to Classify Events**

Events can be many things and have been researched from a number of perspectives. In management research, events are often studied because of their capacity to trigger change and unblock processes, as well as to present risks to the routine operations of organizations. Although organizational events can take place in the form of firm-level strategy , management , and committee meetings or company-wide gatherings , they are frequently external to organizations and come in the form of policy reforms , technological breakthroughs , or industry conferences . Events can thus be distinguished by the level of analysis at which they occur, and in this paper we are only concerned with field-level and not organization-level events. However, even though organized and unexpected events are different phenomena, they share important overlaps and conceptual similarities, especially regarding the high degree of uncertainty associated with events, their disruptive characters, and their potential to trigger change. The proposed classification thus allows us to explore these similarities in more detail across the different theoretical traditions, as well as to identify the blind spots of each strand of research that may be informed by such a systematic comparison.

**Conclusion**

A number of factors must be considered when planning an event. While not every aspect of event planning could be presented in this limited amount of space, thought should be given to the elements of event planning presented. Successful event planners wdll reference multiple sources, especially past events, before undertaking the responsibility involved in producing an important event. Referring to academic event planning sources is an integral part of the initial planning stages of any event. As the planning progresses, organizers are reminded to remain focused on the objectives of the event and incorporate those objectives into the planning process. Budget preparation is a crucial element in this process and may ultimately determine the success or failure of the event itself Other vital considerations include catering or food service, selection of the date and site, promotional strategies, and event activities. Contingency plans must be developed ahead of time to deal with any number of potential problems. The final steps in producing a successful event include objective and subjective evaluation of the event itself, with thanks to those who put effort into the project

**Suggestions**

1. **Begin Early:** Begin planning as soon as you possibly can. If your event is a large event you should realistically begin planning it four to six months in advance. Smaller events need at least one month to plan. To keep the final run up to the event flowing smoothly, try to ensure that all vendor contracts are completed a few weeks before the event.
2. **Remain Flexible:** Over the course of planning the event, things are going to change. Whether it is event times, locations or even the type of event you're hosting, you need to ensure that you're flexible and can meet the changing demands.
3. **Have a Backup Plan:** It is rare that an event is ever pulled off without at least one issue, an item may not turn up or an important person may arrive late. Assess the most important assets your event will have, and create a backup plan for each.
4. **Do a Run Through:** About two weeks before the event, do a run through of the entire event process. Organise a meeting with your team and mentally walk through everything, from initial set up to the follow up process. Often complications are highlighted at these meetings, and you will have time to correct them. A few days before event organise another run through at the venue.
5. **Photograph Everything:** Pictures paint a thousand words, and posting positive photos online is an excellent way to demonstrate the success of your event. If you have the budget hire a professional photographer, they will be more clued in to the kinds of photos that are required and will approach you for specifics.
6. **Follow-up Immediately:** Once the event is over, many organisers fall into a common pitfall – taking a break. While the logistics may be done it is important to be proactive in following up with attendees, be it over email or on social media, to demonstrate the success of the event.

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## 17. A Study on Bridging the Gender Divide

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### **Abstract**

Entrepreneurs play a critical role in every economy. These are the individuals that possess the abilities and initiative required to bring new ideas to market or deliver a service, as well as make the essential decisions to make their ideas lucrative. Because traditions are strongly established in Indian society, where the sociological and psychological aspects set up has been a male dominated one, educated Indian women must go a long way to gain equal rights and position. Despite all of the social obstacles, Indian women have stood out from the throng and have been praised for their achievements. The changing social fabric of Indian society, in terms of women's improved educated status and diverse desires for a better life, has demanded a change in every Indian woman's lifestyle. Every walk of life has to put up with him, and business is no different. These female leaders are confident, persuasive, and risk-takers. With their hard work, determination, and tenacity, they have managed to survive and prosper in this cutthroat battle. The current research has been a success . Attempt to raise knowledge and understanding of what women's entrepreneurship is and how vital it is, or the importance of women's entrepreneurship. The rational, economic, and all-around development of the globe. Women entrepreneurs are the subject of a thorough literature assessment. Finally, some important issues confronting Indian women entrepreneurs, success stories of Indian women entrepreneurs, variables influencing women entrepreneurship, and the perspectives of various sections of society on women entrepreneurship were underlined.

### **Objectives**

Beginning in elementary school, girls must be educated. To become a great business in the future, you'll need years of study.

Women who are unskilled require more education. In the workplace

**Introduction**

"Be yourself and be confident in who you are," Trunkettes founder and CEO Hilary Genga said. "You got where you are because of your hard work and determination, but most importantly, you got there. Don't try to fit into a man's vision of what a leader should be." "Genga stated it perfectly. Nonetheless, it has been noticed that in some contexts, women feel compelled to adopt a stereotypically "masculine" approach to business. Women-owned businesses are still in the minority, and the challenges that women who have chosen to pursue entrepreneurship confront are numerous and often distinct from those faced by their male counterparts. To shed light on some of these inequities, we devised a poll to examine the gender gap as well as provide a statistical summary of the obstacles and issues women experience in achieving prestigious positions. India is obviously witnessing a shift in terms of women entrepreneurs in this golden age of globalisation, digitalization, and start-up booms. According to the Ministry of Statistics and Programmed Implementation's (MoSPI) sixth economic census, women account for roughly 14% of India's overall entrepreneurship. Women entrepreneurs today come from all walks of life and all corners of the country, not just from established business families or the higher-income sectors of the community. Women are dabbling in industries that have traditionally been dominated by men, such as sports media organisations, construction enterprises, and security and detective agencies. Women entrepreneurs can be characterised as a woman or a woman and a woman and a woman and a woman and a woman and a group of women who develop and run their own business. The role of a woman entrepreneur is multifaceted. They ought should examine the benefits and cons of starting a new business; take chances, introduce new innovations, and collaborate business administration and management, as well as providing. In all facets of business, strong leadership is required. Women. In the economies of the world, the number of entrepreneurs is rapidly expanding. Almost every country. Women's untapped entrepreneurial potential have been rising in tandem with the increased awareness of the function as well as one's social and economic standing. Women enter commercial enterprises for a variety of reasons, including business expertise, skill, and compliance. Women entrepreneurs start businesses as a result of push and pull forces that give them the confidence to have a self-sustaining job and stand on their own two feet. The motivational factor behind this emphasizes on 'Women Entrepreneur' as a person who accepts a hard task to fulfil her personal requirements and turn out to be economically independent. Entrepreneurial women, who are capable of tributary values in both family and social life, and a great desire to accomplish enormous good. Women are more aware of their own attributes, rights, and job situations since the emergence of

the media . Glass barriers have been breached, and women can now be found working in every industry from pickles to telecommunications. Efforts in all areas are critical to the growth of women entrepreneurs and their increased participation in entrepreneurial activities.

**Keywords:-** Women’s entrepreneurship, success stories, and issues confronting women

**Research Methodlology**

This paper was written with the help of secondary data. Secondary data was gathered from national and international journals, RBI and NABARD reports, census surveys, media, and publications from numerous websites that focused on many parts of government, particularly the topic of women entrepreneurship. Primary data was gathered through a public survey in which a structured questionnaire was prepared and responses were collected from people of all ages and professions. Case studies were gathered from secondary sources such as blogs and articles on the internet. To collect input and spread the idea to as many people as possible, a blog page was created. The hyperlinks have been added to the appendix.

**Women Entrepreneurs**

**CHALLENGES FACED BY WOMEN ENTREPRENEURS**

Form ID: 20220121

**GENDER**

MALE

FEMALE

PREFER NOT SAY

**AGE GROUP**

10-20

21-30

31-40

41-50

ABOVE

**DO YOU CONSIDER YOUR WORK AS A BUSINESS??**

Yes

No

Maybe



---

DO YOU BELIEVE THERE IS GENDER BIAS IN COMPUTER PROFESSION AS WELL AS  
NEW OCCUPATIONS RELATED TO NEW TECHNOLOGY?

- Yes
- No
- Maybe

---

CHOOSE THE AREAS OF ENTREPRENEURSHIP DEVELOPMENT PROGRAMS FOR WOMEN  
ENTREPRENEURS FROM THE FOLLOWING AREAS:

- SMALL ENTERPRISE MANAGEMENT
- IDENTIFICATION OF BUSINESS OPPORTUNITY
- TECHNICAL SKILLS DEVELOPMENT
- INFORMATION TECHNOLOGY
- STRESS MANAGEMENT
- TOTAL QUALITY MANAGEMENT
- INCREASING SOCIAL RECOGNITION TO WOMEN

---

IN YOUR OPINION, WHAT ARE THE REASON FOR MORE OPPORTUNITIES FOR WOMEN  
ENTREPRENEURS IN NEW KJL ENTERPRISE?

- IT CAN BE OPERATED FROM HOUSE ITSELF
- IT CAN BE OPERATED AS PER CONVENIENCE OF TIME
- IT MATCHES WITH WOMEN TEMPERAMENT
- IT REQUIRES LESS AMOUNT OF FINANCE
- ITR REQUIRES LESS TRAVELLING WOMEN

IN YOUR OPINION, WHAT ARE THE REASONS FOR MORE OPPORTUNITY FOR WOMEN ENTREPRENEURS IN MANUFACTURING ENTERPRISE? \*

- IT IS MORE PROFITABLE
- IT IS MORE CREATIVE AND INNOVATIVE BUSINESS LINE
- IT GIVES SATISFACTION FOR PRODUCING OWN PRODUCTION
- IT IS MORE SUITABLE FOR SKILLED ENTREPRENEURS

WHAT GENERALLY ARE THE ACTIVITIES OF WOMAN ENTREPRENEURS? \*

- MILLIONAIRE
- HIGH EDUCATED
- MEDICAL DOCTOR
- GOOD HOUSE WIFE
- SUCCESSFUL ENTREPRENEUR
- POLITICAL LEADER

WHAT ACCORDING TO YOU ARE THE IMPACTING FACTORS OF STARTING THE ENTERPRISE? \*

- SUCCESS STORIES
- PREVIOUS ASSOCIATION
- INHERITED PROPERTY
- ADVICE OF FAMILY

WHAT ARE THE MOTIVATIONS IN STARTING THE ENTERPRISE? \*

- HUSBAND
- FAMILY MEMBERS
- FRIENDS
- RELATIVES
- GOVERNMENT AGENCIES

WHAT ACCORDING TO YOU ARE THE CAUSING REASON FOR STARTING THE ENTERPRISE? \*

- UNEMPLOYMENT
- DISSATISFYING JOBS
- USE OF IDEAL FUNDS
- USE OF TECHNICAL SKILLS
- LEISURE TIME ON HAND

WHAT ARE THE PROBLEMS COMING IN THE WAY OF PROFESSIONAL  
AND PERSONAL MOBILITY OF WOMEN ENTREPRENEURS? \*

- MULTIPLE DUTIES
- LIMITED RESOURCES
- PREREQUISITE OF STABILITY/ SECURITY RESPONSIBLE FOR CREATING CERTAIN PROBLEMS
- LACK OF SELF CONFIDENCE USUALLY REQUIRED FOR ESTABLISHING ONES SELF IN A LASTING MANNER
- LACK OF FULLY GROWN UP BUSINESS
- EXPANDING ONES BASE IN A STABLE MANNER

WHAT ARE THE PROBLEMS IN LAUNCHING OF THE GOVERNMENT HELPS? \*

- DELAYING TACTICS BY THE CONCERNED GOVERNMENT DEPARTMENT
- A LARGE NUMBER OF OFFICIAL FORMALITIES
- DISCRIMINATION WITH WOMEN ENTREPRENEURS
- UNNECESSARY GOVERNMENTAL INTERFERENCE
- IGNORANCE OF LAWS, PROCEDURES BY WOMEN ENTREPRENEURS
- LACK OF SPECIFIC POLICY TOWARDS THE PRODUCTION INTEREST OF WOMEN ENTREPRENEURS

ARE THERE SOME MARKETING PROBLEMS ALSO TO SOLVE? \*

- COMPETITIVE CHALLENGES
- INADEQUATE INFORMATION ABOUT CHANGING MARKET FORCE
- CHALLENGES POSED BY THE AVAILABILITY OF FAKE/SPURIOUS PRODUCTS WITH SAME LABEL
- LACK OF ENCOURAGING RESPONSE FROM THE CUSTOMER
- LACK OF TRAVELING MOBILITY AND FACILITY
- DELAY IN COLLECTION OF PAYMENT

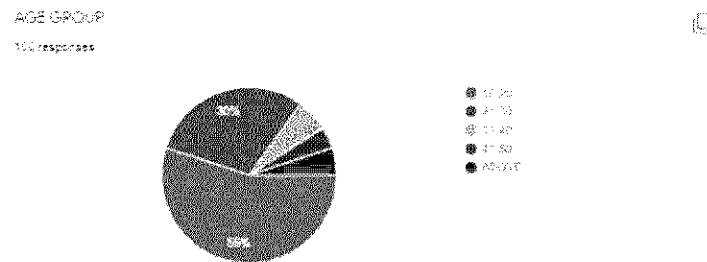
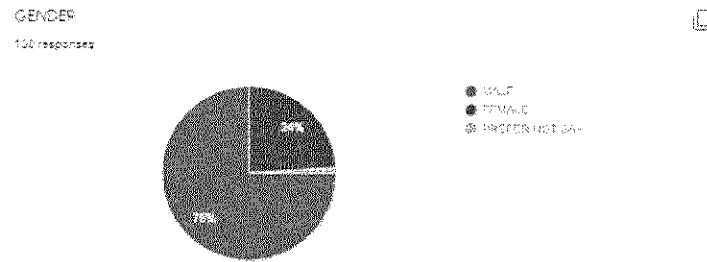
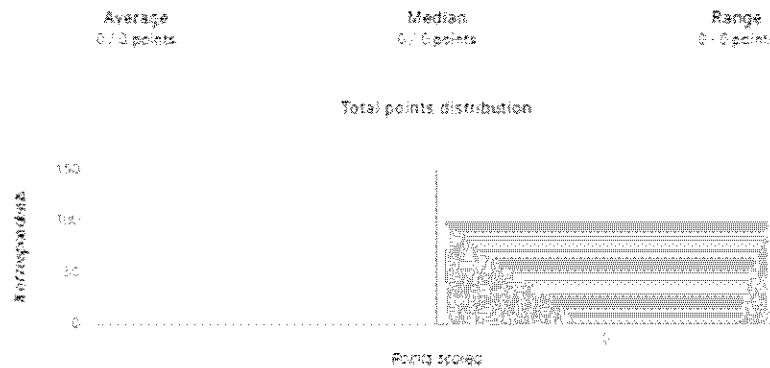
### **Main Content**

Individuals or groups of individuals who create, organise, and operate a business are referred to as women entrepreneurs. A self-assured, creative, and inventive woman entrepreneur pursues financial independence while simultaneously offering career opportunities for others. According to the European Commission's Best Project No. 2, a female entrepreneur is "a woman who has started a business in which she has a majority shareholding and actively participates in decision-making, risk-taking, and day-to-day management" (2004). Typical women's enterprises are primarily extensions of culinary operations such as pickles, powder, and pappad. The number of women entrepreneurs is slowly increasing as a result of different government programmes and the efforts of numerous volunteer organisations such as Mahila Mandals. Given the current trend, their share is expected to climb to 20% in the next five years,

bringing the total number of female entrepreneurs to over 500,000. Women entrepreneurs have transitioned from extended kitchen operations to higher level businesses, such as Engineering, Electronics, and Energy, as knowledge and awareness have grown. Although the number of such units is limited, it should be emphasised that women are establishing units to produce solar-cookers (Gujarat), tiny foundries (Maharashtra), television capacitors (Odisha), and electronic ancillaries (Kerala). Women entrepreneurs possess a variety of characteristics such as tenacity, hard work, patience, optimism, intellect, and so on. Women entrepreneurs may be found in a variety of industries, from pharmaceutical to design.

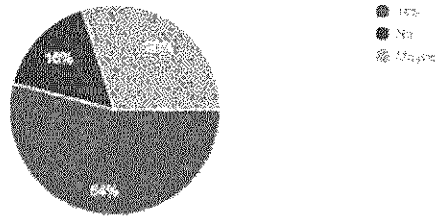
**Findings**

Insights



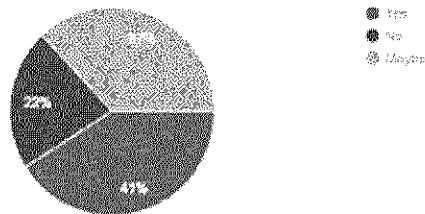
DO YOU CONSIDER THAT WOMEN FACE CHALLENGES ?

100 responses



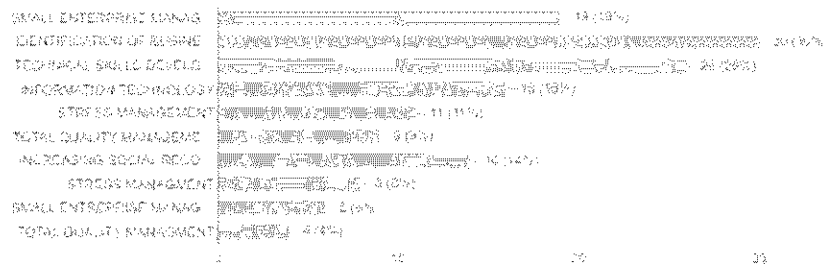
DO YOU BELIEVE THERE IS GENDER IMBALANCE IN COMPUTER PROFESSION AS WELL AS NEW OCCUPATIONS RELATED TO NEW TECHNOLOGY ?

100 responses



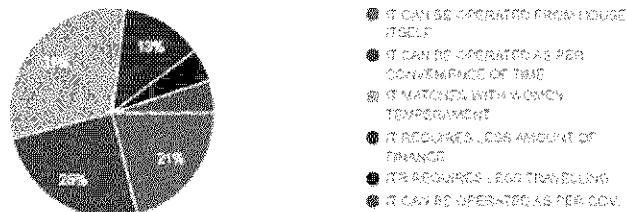
CHOOSE THE AREAS OF ENTREPRENEURSHIP DEVELOPMENT PROGRAM (EDPs) FOR WOMEN ENTREPRENEURS FROM THE FOLLOWING AREAS ?

100 responses



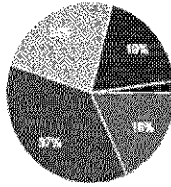
IN YOUR OPINION, WHAT ARE THE REASON FOR MORE OPPORTUNITIES FOR WOMEN ENTREPRENEURS IN SERVICE ENTERPRISE?

100 responses



IN YOUR OPINION, WHAT ARE THE REASON FOR MORE OPPORTUNITY FOR WOMEN ENTREPRENEURS IN MANUFACTURING ENTERPRISE ?

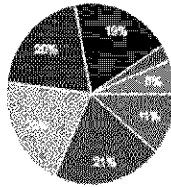
100 responses



- IT IS MORE PROFITABLE
- IT IS MORE CREATIVE AND INNOVATIVE BUSINESS LINE
- IT GIVES SATISFACTION FOR PRICE AGAINST PRODUCTION
- IT IS MORE SUITABLE FOR SKILLED ENTREPRENEURS
- IT GIVES SATISFACTION FOR PRODUCING OWN PRODUCTION

WHAT GENERALLY ARE THE AMBITIONS S OF WOMEN ENTREPRENEURS ?

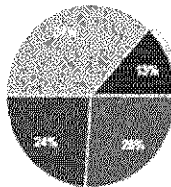
100 responses



- MILLIONAIRE
- WELL EDUCATED
- MEDICAL DOCTOR
- GOOD HOUSE WIFE
- RUN COUNTRY ENTERPRISE
- POLITICAL LEADER
- SUCCESSFUL ENTREPRENEUR

WHAT ACCORDING TO YOU ARE THE INFLUENCING FACTOR OF STARTING THE ENTERPRISE ?

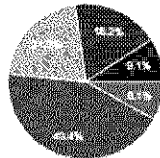
100 responses



- BUSINESS GROWTH
- POLITICAL ASSOCIATION
- INHERITED PROPERTY
- ADVICE OF FAMILY

WHAT ARE THE MOTIVATORS IN STARTING THE ENTERPRISE ?

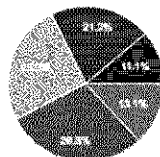
49 responses



- LOVE AND CARE OF MEMBERS
- FRIENDS
- RELATIVES
- GOVERNMENT ASSISTANCE

WHAT ACCORDING TO YOU ARE THE COMPELLING REASON FOR STARTING THE ENTERPRISE ?

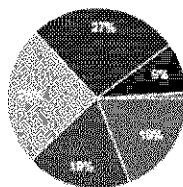
19 responses



- INVESTMENT
- GOVERNMENT ASSISTANCE
- SELF CONFIDENCE
- REF OF TO CENTRAL BANK
- INSURANCE COVERAGE

WHAT ARE THE PROBLEMS COMING IN THE WAY OF PROFESSIONAL /SOCIAL/OCCUPATIONAL MOBILITY OF WOMEN ENTREPRENEURS ?

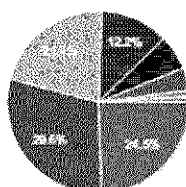
100 responses



- MULTIPLE ISSUES
- LIMITED RESOURCES
- PROCRASTINATION OF SINGULARITY
- SECURITY / RESPONSIBILITY FOR OR
- LACK OF FULLY DEVELOPED
- USUALLY REQUIRED FOR EXTERNAL

WHAT BARE THE PROBLEMS IN AVAILING OF THE GOVERNMENT HELPS ?

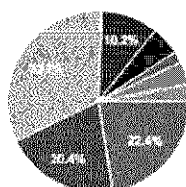
56 responses



- RELUCTANCE TO TAKE BY THE
- CONCERNING GOVERNMENT HELP
- A LARGE NUMBER OF OFFICIAL
- FORMALITIES
- DISCRIMINATION WITH WOMEN IN
- LIMIT OF HEAVY GOVERNMENT

ARE THERE SOME MARKETING PROBLEM ALSO ? IF SO , THEN \*

99 responses



- COMPETITIVE CHALLENGES
- INADEQUATE INFORMATION ABOUT
- CHANGING MARKET FORCE
- CHALLENGES POSED BY THE
- AVAILABILITY OF FUNDS FOR
- LACK OF ENCOURAGING RESPONSE
- LACK OF TRAVELLING MOBILITY AND
- DELAY IN COLLECTION OF PAYMENT
- COMPETITIVE CHALLENGES
- CHALLENGES POSED BY THE AUM

**Conclusion**

Despite certain constraints, this study was able to communicate to women from many walks of life how they should shift their thinking from being bound to walls to becoming entrepreneurs. Existing entrepreneurs have been inspired by these strategies to push their business talents to new heights. Discussions will undoubtedly boost the number of women in the workforce, as they will be capable of handling tasks as well as men. Personal experiences could inspire women to pursue entrepreneurship as a career. Case studies will pique their interest and propel them to previously unimagined heights. The overall goal was to demonstrate that women can contribute to the economy. These creative minds are capable of propelling the economy to heights that even men cannot envisage. Women in India must get up and contribute to the economy . To sum up, I'd like to end with a quote from Dr. A.P.J Abdul Kalam : "Empowering women is a requirement for building a good nation; when women are empowered, society is



assured of stability." Women's empowerment is critical since their values and thoughts lead to the formation of a decent family, society, and, eventually, a good nation."

### **Suggestion**

Women need to have confidence in their decisions and plan of action, Women education needs to be promoted, Government should reform paperwork and complicated bank loan procedures, Ease of access to human rights equally for men and women helps curb the problem faced by women, Women have more dreams but opportunities are less, Increase small scale funds to women who want to start new businesses, The government should implement more policies aimed at empowering female businesses., Women who are unskilled need to be better educated. results in the workplace, Women entrepreneurs should not be excluded from any opportunities. good chances and keep themselves up to current with the most up-to-date technologies and be more self-assured on their decisions as a business owner, Workplace harassment is a common reason for people to change jobs. and become their own bosses, Girls must be educated beginning in elementary school. Years of education are required to become great businesses in the future, Women are entitled to faith and support from their families and friends. to start a new career with buddies, Bank and government policies that are simple and supportive should be implemented., Management and technical capabilities are required. Specific vocations and businesses necessitate it., Men's attitudes toward women must be modified. Women who are successful should be more supportive of other women. women who own their own businesses.

### **Literature Review**

Sarfaraz, Faghih, and Majd found a statistical link between women's entrepreneurship and gender equality in They performed a correlation study to look at the relationship between gender-related economic development and women's entrepreneurial activities.

Raghuvanshi, Agrawal, and Ghosh use a DEMATEL technique to analyse impediments to women entrepreneurship in [2]. The purpose of this paper is to identify Barriers from previous research are examined, as well as proposed solutions. There were casualties among them.

Sharma Y has presented a general study on Indian women entrepreneurs in . They have called attention to the social standards that still exist today and that require prioritisation and awareness

Bahl focuses on the position of women entrepreneurs in rural India in On the basis of this research, some recommendations are made to encourage women to pursue their dreams of

becoming great entrepreneurs. One of the main goals of this article is to examine the Indian government's policies on women.

Afrin, Islam, and Ahmed developed a multivariate model of microcredit and rural women's enterprise development in Bangladesh in [10]. To find the entrepreneurship development-related components, a multivariate analysis approach called Factor Analysis was used. The model for the microcredit programme was created using structural equation modelling.

Goyal M. and Parkash emphasise the Indian difficulties and opportunities that fall on the lower class, consequently hurting women entrepreneurship. Their paper aims to investigate the concept of women entrepreneurs, the reasons why women become entrepreneurs, the reasons for their slow progress, suggestions for women's growth, schemes for the promotion and development of women entrepreneurs in India, and a small case study of women entrepreneurs in Ludhiana.

Through a future study, Garca P & Capitán deals with aspects that contribute to the growth of female entrepreneurship. Their work seeks to determine what variables that influence the environment favour and contribute to the advancement of female business from a philanthropic standpoint Gender viewpoint They presented a qualitative investigation. it is based on ten in-depth interviews after being tested on From a relational standpoint, their contents

Tambunan T conducted case studies on Asian women entrepreneurs in poor countries in [6]. It has concentrated on their growth and fundamental restrictions. The author's research is based on data analysis and a review of significant publications over the last several years. This article focuses solely on female entrepreneurs in small and medium-sized businesses. The author has also come up with three primary crucial facts based on the outcomes of this investigation, which are discussed in turn.\

Vossenbergs S discusses the gender gap and ways to close it. It focuses on the disparities in promotions. This research aims to answer two questions: Why is there still a gender gap in business? What does the research indicate about the best ways to boost women's entrepreneurship? According to this study, existing women's entrepreneurship promotion programmes assist individual women, but only provided the gender bias in the framework in which entrepreneurship is anchored is maintained.

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## 18. A Study on Challenges Faced by Employees in Hospitality Industry

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### Abstract

This study provides in-depth information on the knowledge and comprehension of the hotel industry, as well as how an entrepreneur might approach it. Because it is primarily a service industry, qualities of service and client happiness are critical. "HOTEL ATTRIBUTES" refers to the aspects that influence a guest's degree of contentment. If a person has a strong enthusiasm for this industry, he should surely pursue it because it is tough and constantly requires new developments and quality standards based on consumer wants and preferences. Hotel management must evaluate which improvements in hotel operations might give additional value to their clients in order to be aware of their business's strengths and weaknesses. The feedback offered directly by clients is probably one of the most reliable information sources for getting customer knowledge. It can be used for the aim of exploitation if properly examined.

### Objectives of this Research

1. The goal of the hospitality industry is to provide customers with an enjoyable experience.
2. Share the objectives with employees so everyone is on the same track.
3. If someone wants to start his own hotel business, this research material can help in taking the decision.

### Introduction

The hotel industry encompasses a wide range of industries, including the tourism industry, transportation, and food service. Every country, especially developing countries like India, emphasizes the importance of this type of industry, believing that it is a source of employment and a means of dispersing the country's progress's money. It is well acknowledged

that the hotel industry contributes significantly to the country's revenue. As a result, the public and private sectors should work together to promote this type of enterprise. The private sector would make the investment, while the public sector would provide support.

The outside food eating habits of individuals, visitors travelling to that location, people's economic levels, and innovation to attract clients are all variables that affect the hotel company. Although there are significant variances in scope, it is strongly related with the travel and hospitality industries. There are few Names of HOTELS like in Mumbai :-

TRIDENT BANDER KURLA

TRIDENT NARIMAN POINT

THE OBEROI MUMBAI

THE TAJ MAHAL TOWER MUMBAI

THE TAJ MAHAL PALACE MUMBAI

ORBIT HOME LUKURY SERVICE APARTMENTS

SOFITEL MUMBAI BKC

JW MARRIOTT MUMBAI SAHAR AIRPORT

TAJ SANTACRUZ

#### **Key Words**

- FSSAI License
- Liquor License
- Lounge
- Bar
- Shopping Area
- Banquet Hall
- Waiter
- GST

#### **Research Methodology**

The research is based on reading academic journals on tourism and hospitality, as well as reading numerous articles on the internet and talking to people who work in related fields. In order to gain a better understanding of the issue, several presentations by international agencies are also studied.

111

Name the underlines cloth used on a restaurant table ☒

---

Multiple choice ▼

Serviette ✕

Demask ✕

Baize Cloth ✕

Slip Cloth ✕

Don't know any of these ☒ ✕

Add option or Add "Other"

---

Which of the following is the main responsibility when serving people ? \*

- To give food and drinks to the guests
- Talk in a polite manner
- Serve with a smile
- All of the above

---

112

All of the following tasks must be performed after an event except: \*

- Clean up function room
- Guarantee the maximum number of guest
- Evaluate how well the operation handled the event
- Other..

All of the following are challenges that managers and staff members may face just before or during a banquet or catering event, except: \*

- Equipment Malfunctions
- Supply Shortages
- Uninvited Guests
- Guests who are delinquent on bills

Which department receives orders to deliver food and beverages to the guests' rooms? \*

- Housekeeping
- Reception
- Room Services
- Food and Beverages
- Front Desk

.....

How do you think the hotel industry are going take care of hygiene after COVID? \*

Short-answer text

.....

**Main Content**

First and foremost, we must comprehend the hotel business concept. To begin a hotel business, one must first determine the extent of the venture and the amount of capital required. Additionally, appropriate professional manpower, such as chefs, waiters, managers, and other employees, is required. We must adhere to government rules, such as numerous licenses that must be applied to local governments. Then there's branding and advertising, which are crucial in building a successful hotel business. We must also register for GST before beginning our business. If needed, a bank or financial institution might provide a term loan or cash credit facility.

**Start with a Plan**

Every good business starts with a strategy. Before making any substantial commitments, you should have a good notion of what market you're entering.

If you have no prior experience working in a hotel, begin by learning everything you can about the industry. Learn the ins and outs of what makes a hotel profitable, as well as what the top hotels do right and what the worst hotels do wrong.

Learn about your target markets and who your target audience is. You should evaluate who will stay in your hotel and what you can do to entice them to your establishment.

Consider how you'll draw customers to your company. A marketing strategy will assist you in attracting customers and keeping your rooms booked. Marketing is a continuous effort, but as you create your basic business plan, you may start thinking about it.

**Choose your Hotel Identity**

Boutique hotels are smaller and often have a distinct personality. They could be housed in a historic structure or have been converted from another type of company.

The focus of family hotels is on what they have to offer the complete family. Larger rooms, extra beds, and swimming pools are common features of these hotels, which are frequently located near family attractions such as theme parks. Budget hotels provide lower lodging prices, but the quality of their accommodations suffers as a result. Budget hotels' construction quality isn't usually the best, and visitors may be able to hear disturbances through the walls. Budget hotels usually reduce the number of amenities in order to pass the savings on to the customer. Luxury hotels, on the other hand, are the four-star establishments. Hotels with a five-star rating and a hefty price tag. However, in exchange for the high prices, customers get



first-class service and access to amenities that aren't available at lower-cost hotels. Room service, spas, and concierge services are common in luxury hotels, as are other amenities that make a stay feel more like home.

The style of your hotel you choose will have an impact on the rest of your company decisions. It is difficult to transfer from one sort of hotel to another, so do your homework before making a decision.

**Form your Business Status** Decide whether you want to start proprietorship, partnership, private company, LLP or Public Ltd Company.

### **Decide if you want to build or buy the Hotel**

**Obtain Hotel Permit and Licenses and** When you design a hotel, you can customize it and choose the materials that you think will work best for your establishment.

If you purchase a ready-to-open hotel, you will save time on project setup, employee training, and consumer awareness. In India we need various approvals from government and local authorities e.g.: FSSA license and Liquor License etc. Then annual fees also has to be paid for the same.

### **Secure Funding**

One needs to plan for sources of funds e.g. secured loans from banks in the form of term loan and working capital or unsecured loans from friends and relatives or partners as the case may be.

### **Hire and Train Staff**

.You won't be able to run your company on your own. Running a hotel necessitates a team of staff to handle the day-to-day operations while you focus on the larger picture. Your personnel will be responsible for working at the front desk, cleaning the rooms, valet parking (if you plan to offer it), room service, concierge, and other managers.

Remember to look for staff that you believe reflects the qualities you value the most in your hotel. Your staff will be the ones interacting with clients on a daily basis, and they will be a reflection of your brand. They must portray the firm in the manner that you believe is most appropriate.

### **Make a hotel marketing strategy.**

You'll need help from the hotel's marketing department for this.

The marketing will include a variety of techniques, such as creating a website and writing content for SEO.

**Orientation**

Use your content to tell a store.

Make an investment in high-quality video production.

Curate material for your hotel's social media accounts.

Concentrate on what makes your company unique.

Examine on a regular basis.

Encourage discussion to aid in the development of your online community.

Accept the Positive, Negative, and Negative aspects of review websites.

Make the most of pay-per-click advertising.

Customers are invited to provide feedback.

Obtain consumer testimonials.

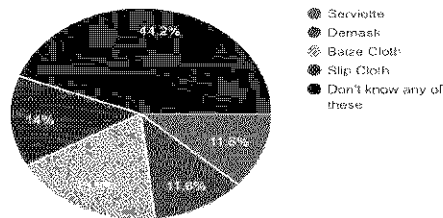
Maintain Consistent Improvement

**Findings**

These are the results of the above given questionnaires:-

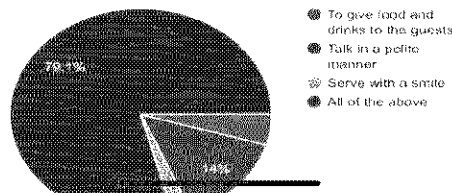
Name the underlines cloth used on a restaurant table

43 responses



Which of the following is the main responsibility when serving people ?

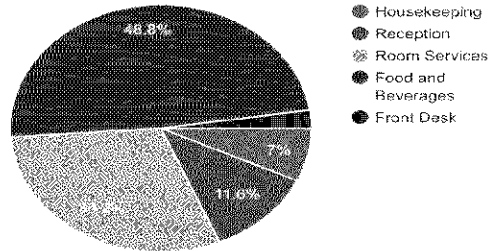
43 responses



Which department receives orders to deliver food and beverages to the guests' rooms?

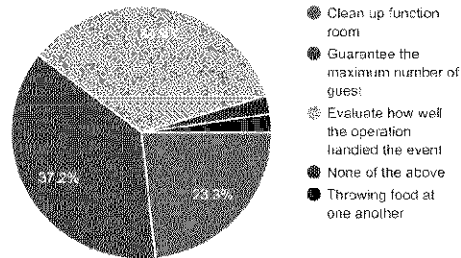


43 responses



All of the following tasks must be performed after an event except:

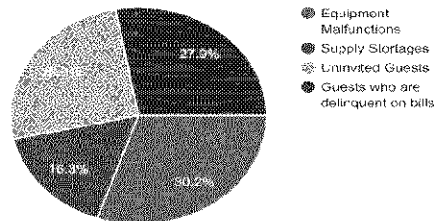
43 responses




All of the following are challenges that managers and staff members may face just before or during a banquet or catering event, except:

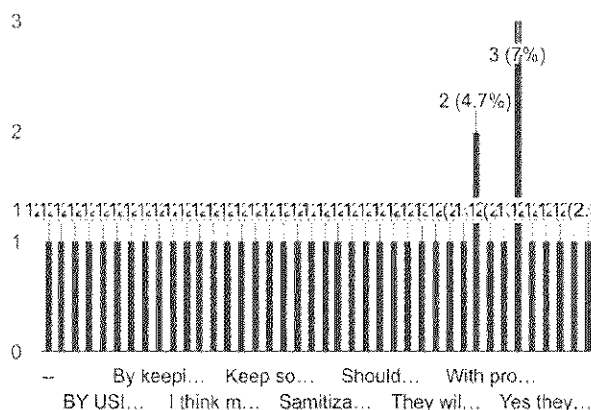


43 responses



How do you think the hotel industry are going take care of hygiene after COVID? 

43 responses



### Literature Review

The current research study conducts a literature analysis and investigates the facts, fallacies, and contradictions in Service bonding, Service timeliness, Service availability, Service communication are not showing good results though these factors are equally important parameters of service quality. Although these factors are equally important parameters of service quality, the current research study conducts a literature analysis and investigates the facts, fallacies, and contradictions in Service bonding , Service timeliness, Service availability, and Service communication are not showing good results. All of the characteristics, particularly service bonding, should be taken seriously. As a result, all of the affected hotels must make an effort to improve on these fronts. It's interesting that all of the hotels under investigation are five-star hotels that, despite charging high service charges, fail poorly on the Service Customization, Service Inclination, and Service Recovery characteristics.

Hotels in India are classed as five star deluxe, five star, four star, three star, two star, one star, and heritage hotels based on the general features and amenities they provide. These are the classifications provided by India's Ministry of Tourism. Approximately every five years The ratings are being re-evaluated. The premium and luxury section includes 5 star hotels, the mid-market segment includes 3 and 4 star hotels, and the budget segment includes 1 and 2 star hotels.

Hotels are moving away from the traditional bottom line, which is primarily concerned with profit. The majority of businesses are pursuing a triple bottom line strategy to sustainable

development, which includes societal and environmental benefits in addition to profit. Women's empowerment, children's education, a digital infrastructure programmer, and assisting slum dwellers are just a few of the achievements made by hospitality companies in recent years. Sustainable development is characterized by green hotels, environmentally friendly equipment, and renewable energy.

The Indian hotel sector is booming, with multinational and Indian-owned hotels catering to both domestic and international visitors. Employees that are knowledgeable and skilled have proven to be a valuable asset in the hospitality sector. In Employee training and development are critical in order to improve their competitiveness and skills. E-learning can be utilized by management to provide employees with more reliable information and greater learning possibilities. ELearning has various advantages, including online employee testing, a user-friendly design process, flexibility, self-learning, and self-practice, and the ability to upgrade software.

Client Relationship Management (CRM) is a strong management tool that can be utilized to maximize customer value and exploit sales potential in the hotel business. Client Relationship Management, in the long run, results in continual monitoring of the hospitality business with the customer, thereby enhancing the customer's business value. The hospitality industry's greatest advantage is its understanding of its clients. They may take use of this resource and convert it into a competitive advantage by retaining clients with the highest lifetime value and profitability. They have the ability to create customer relationships. Over a wide range of touch points, such as their franchise locations

Working in the field of hotel management entails making sure that all operations, such as lodging, food and beverage, and other hotel services, function smoothly. Instructions in hospitality administration, hotel or motel management, restaurant and food services management, facilities planning, leisure studies, recreation administration, marketing, recreation equipment and grounds operations and maintenance, business finance, insurance and taxation, event management and guest services, personnel management, travel and logistics management, safety and health services, professional standards and ethics, and applications are included.

This green marketing has the potential to boost a hotel's economic sense without being noticed by improving its brand image as environmentally friendly. A brand refers to a consumer's instinctive sense about a service or a product, in addition to being a visual

recognition. It's also referred to as the sum of all customer experiences. As well as touch points At this point, hotels require a brand that projects an image that is appropriate to the demands and values of their customers. As a result, a green brand image can assist a hotel improve its image as an environmentally friendly business and boost its corporate social responsibility while attracting guests. The general people to make good purchase decisions Because the hotels have been awarded an environmental award. They are frequently associated as an organization that stresses its corporate image.

### **Suggestions**

- Treat every guest like a VIP
- Make training an everyday priority and not just a one-time event
- Provide personalized customer service
- Create a positive start for new employees
- Update your technology toolbox

### **Conclusion**

As broader cultural trends continue to evolve, they will have an impact on the lodging business and the consumer. To stay current and competitive, owners and operators must stay on top of these changes, changing their business models and services on a regular basis.

Let's take a look at the other side of the hospitality industry: food and beverage services, now that we've gotten a better understanding of the lodging sector.

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- [https://www.icsi.edu/.../CS\\_CorporateSaviour\\_HotelIndustry.pdf](https://www.icsi.edu/.../CS_CorporateSaviour_HotelIndustry.pdf)
- <https://www.infobloom.com/what-is-the-hotel-industry.htm>

## 19. A Study on Strategic Skills and Growth Advancement in it Sector

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### Abstract

This study provides thorough information about the IT sector's expertise and comprehension. Many foreign banks have flocked to India as a result of liberalization and information technology, opening up new markets, products, and efficient delivery routes for the banking business. The banking industry is very essential and crucial in the development of the Indian economy. There had been an increase in penetration, productivity, and efficiency as a result of the usage of technology. It has not only improved cost effectiveness, but it has also made small-value transactions more feasible. It also broadens the range of options, opens up new markets, and boosts production and efficiency. In India, financial markets have shifted from sellers' markets to buyers' markets.

In India, commercial banks are increasingly becoming one-stop shops.

### Objectives of this Research

- To provide unemployed youngsters with need-based training in order to boost their employability in important sectors of our economy.
- To provide full-time, part-time, formal, and non-formal programs to help small-scale business and industry managers to improve their management skills.

### Introduction

Information technology services, consulting, and outsourcing are all included in the IT sector. Firms that develop software, hardware, or semiconductor equipment, as well as companies that provide internet or related services, are all part of the information technology (IT) sector. Companies are grouped into sub-industries that best describe their main or most profitable operation. Software development, consulting, software management, online services,

and business process outsourcing are all part of this industry (BPO). Factors such as the worldwide market and its rate of growth have a significant impact on the industry. The recession in the United States had an effect on the IT industry as well.

### **Key Words**

- IT Companies
- Network security
- IT Services
- IT Solutions
- Hybrid cloud
- Cloud Storage Providers
- Computer Security Software

### **Research Methodology**

Quantitative and qualitative research are two types of research. Quantitative research methods were first utilised in natural scientific investigations, but their reach has since expanded to include social science studies in the form of surveys, experiments, and formal methodology such as econometrics. A quantitative research plan necessitates the collection of hard data, which is then analysed and modified using statistical methods to confirm or reject a hypothesis with a confidence interval of at least 95%. Qualitative research methods were first used in the social sciences to investigate societal patterns or events. Qualitative research is open-ended, exploratory, and subjective by definition. Qualitative approaches include methods that are semi-structured.

A variety of criteria go into deciding the research method to use in a project. Several variables the degree of control that the researcher has over the research method determines the decision to use it in a study, according to Bancroft et al. (1998). Over the course of the experiment, as well as the topic or phenomenon being investigated. Orlikowski and Baroudi (1991) examined 155 previously published IT research publications. They demonstrate that IT research cannot be dominated by a single firm between 1983 and 1988. Because using a single research methodology can be inefficient, take a multi-pronged strategy to your research. Restricted Orlikowski and Baroudi (1991) conclude that positivist research is superior to other types of research. Methodology dominated IT research, accounting for 96.8% of all efforts.



Interpretive scholars look for culturally mandated occurrences or reactions to knowledge, as well as the associated theoretical framework. Subjects in the study employed a variety of tactics (Fitzgerald & Howcroft, 1998). Interpretive research is used by those who conduct study, and it is important to remember that there is no such thing as universal truth. As a result, interpretive researchers approach research from their own point of view. They have their own point of view and perceptions of the world. Despite the fact that positivism has dominated the majority of IT research, there are signs that the interpretive research approach is gaining traction among IT researchers. IT development and use, according to Landry and Banville (1992), is becoming both a social and a technological activity

Researchers and professionals in the field have judged the critical research methodology to be a viable alternative to the other sorts of research methodologies employed by IT researchers (Orlikowski & Baroudi, 1991). Critical research has been an established research methodology for IT research since the early 1990s. It explains how to examine and evaluate information systems in a social context (Walsham, 1993). Critical IT research is important because it can help individuals better understand and be aware of how information systems are employed in social situations. This value is determined based on the type and nature of data accessible to the researcher for analysis (Walsham, 1993).

### **Main Content**

The primary purpose of this research was to examine and debate current trends in the field of information technology research, as well as the various research methods used by researchers. Based on the findings, research trends and techniques were examined. Today's IT researchers use three major theoretical research approaches. Orlikowski & Baroudi (Orlikowski & Baroudi) (1991). There are three of them: positivism, interpretivist, and relativism. Research methodologies that are crucial. One of the most important findings of this study was that the IT literature is dominated by the. Surveys and experiments are the mainstays of the positivist research strategy. Methods of investigation this positivist research approach's dominance has spurred some IT researchers to advocate for different approaches and methods of data collection. In an attempt to separate the researcher from the study process. Information technology services, consulting, and outsourcing are all part of India's huge information technology industry. In 2020, the IT industry will contribute 8% of India's GDP. The revenue of the IT and BPM business is expected to reach US\$194 billion in FY 2021, up 2.3 percent year on year. In FY 2021, the IT

industry is expected to generate US\$45 billion in domestic sales and US\$150 billion in export income. As of March 2021, the IT–BPM sector employs 4.5 million workers. Employee attrition is highest in the Indian IT–BPM business. The Indian IT industry is notorious for abusing cheap labour as a worldwide outsourcing powerhouse. Many people are concerned that as the IT–BPM sector develops, artificial intelligence (AI) will drive significant automation and result in job losses.

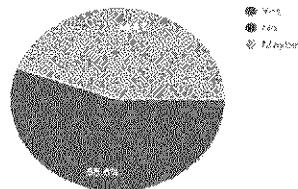
India's IT services business began in Mumbai in 1967 with the establishment of Tata Consultancy Services, which collaborated with Burroughs in 1977 to launch India's IT services export. SEEPZ, the first software export zone and forerunner of today's IT parks, was founded in Mumbai in 1973. In the 1980s, SEEPZ accounted for more than 80% of the country's software exports.

The Task Force published a thorough background report on the condition of technology in India, as well as an IT Action Plan with 108 recommendations, within 90 days of its formation. Because it drew on the expertise and grievances of state governments, federal agencies, universities, and the software sector, the Task Force was able to move rapidly. Much of what it advocated was also in line with international organizations like the World Trade Organization (WTO), the International Telecommunication Union (ITU), and the World Bank. In addition, the Task Force took into account Singapore's and other countries' experiences with comparable schemes. It wasn't so much a matter of coming up with something new as it was a matter of enacting a consensus that had already formed among the networking community and government.

**Findings**

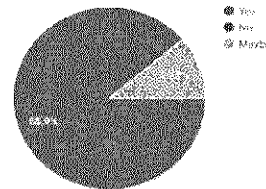
Can enterprise accept those risks and sacrifices?

9 responses



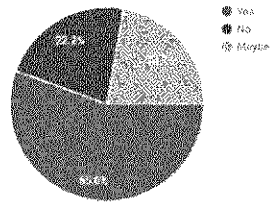
Can the strategy generate sufficient profits and growth?

9 responses



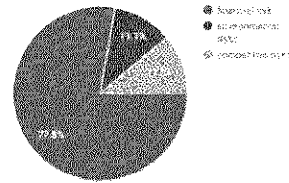
Is the strategy sustainable?

9 responses



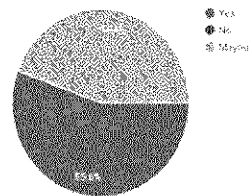
What risks and sacrifices does such an enterprise demand?

9 responses



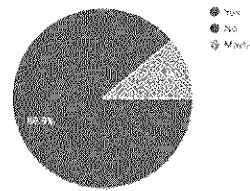
Can enterprise accept those risks and sacrifices?

9 responses



Can the strategy generate sufficient profits and growth?

9 responses



**These are the results of the above given questionnaires**

What risks and sacrifices does such an enterprise demand? \*

- financial risk
- environmental risks
- competitive risks
- other

Are my goals for growth too conservative or too aggressive? \*

- Yes
- No
- maybe

Can the strategy generate sufficient profits and growth? \*

- Yes
- No
- Maybe

What kind of enterprise should be build? \*

- Long-term
- Short-term

Setting Strategy: How will the enterprise get there? \*

- Develop a true vision
- Define your targets
- Think long term
- Other

Can enterprise accept those risks and sacrifices? \*

- Yes
- No
- Maybe

**Literature Review**

However, for a long time, the main interest of researchers was determining the economic value and organizational impact of IT investment, which was done using two different study techniques. As Bakos and Treacy (1986) stated, the first method includes literatures that looked at the direct link between IT investment and organizational performance at a variety of levels, including the economy, industry, and business levels. Empirical studies were used in the second method to try to establish an indirect link between IT investment and organizational performance via specific intermediary processes.

Some research, on the other hand, looked at the relationship between IT investments and company performance through the use of intermediary factors. For example, Barua et al. (1995) looked into the relationship between IT investments and intermediate measures of operational performance (such as inventory turnover, relative quality, relative pricing, and new products), as well as the effects of these intermediate variables on firm performance. The researchers discovered that IT investment influenced most intermediate metrics, such as inventory turnover, which influenced business performance, as ROA and market share were used to measure the latter.

"IoT allows people and things to be connected anytime, anywhere, with anything and anybody, preferably via any path/network and any service," according to Sezer et al.'s definition. Bortolini et al. described IoT as a pervasive presence for a shared goal of numerous things or objects interacting and working with one another, digitalizing all physical systems. With the help of a virtual replica of the actual world and sensor data, the digitalized information can be used to change production patterns for various purposes. I4.0 can control and virtualize the complete production system, including machinery and other resources. Furthermore, the dispersed and heterogeneous character of the Internet of Things...

**Users who aren't connected to the internet of things (IoT)**

Several researchers investigate the link between strategy alignment and company performance. Indeed, multiple studies in the field of IT management have found a link between strategy alignment and perceived business performance (e.g. Sabherwal and Kirs, 1994; Chan et al., 1997; Kearns and Lederer, 2000; Cragg et al., 2002; Kefi and Kalika, 2005; Byrd et al., 2006; Dong et al., 2008). Sabherwal and Kirs (1994), for example, used survey data from 244 large academic institutions in the United States to see if aligning organizational strategy and IT capacity may improve business performance. The average of four criteria was used to evaluate

performance: student demand for courses at the institutions, student quality, and Gourman ratings of undergraduate and graduate programmer in the institutions

### **Suggestion**

Arora & Gambardella studies on entrepreneurship as a method utilized by the Indian ITES sector in the mid 2000's to excel well on a global scale Pointing its importance on to the introduction of BPO services in India, a part of ITES industry. They researched and reflected on the scope opened up to the then generation 7 of potential entrepreneurs to start businesses to bid contracts for Business Process and even small single room-based offices to bid contracts for Business Process Outsourcing and work within the limited resources. Since the ITES sector began to boost from a growth rate of 3% in 2003 to 14 percent in 2005, government support was very limited even during the global financial crisis, which was considered as a huge change as foreign companies relied on cost-cutting techniques and low-cost labor creating an open market for outsourced works in India. Their study showed dependency of self-sourced funds because government aided funds were limited for the ITES sector the time and s their study was limited to a boom of entrepreneurs based on limited government aided funds and a thorough investigation for the same was missing from their work. Chaudhari! (2009), coming to the late 2000's did a thorough investigation.

### **Conclusion**

The study aimed at determining various ways in which government venture capital or government aided-funds could be used to develop entrepreneurship in India's ITES sector. During the study, it was stated that the key to entrepreneurship growth is to maximize the use of government venture capital, government-aided funds, and grants paid out by the government to encourage and foster emerging and existing entrepreneurs. The research was conducted among five Indian ITES entrepreneurs by collecting their experiences and knowledge on government aided funds or venture capital. The study found that a higher dependency on these government schemes and provisions leads to a higher development of the organization through. The use of grants/incentives, venture capital, and aided funds. Existing literature was thoroughly studied and reviewed to provide insight to the variety of sources available for entrepreneurial development in the ITES sector. Various researchers aimed at demonstrating the benefits of the government schemes available for entrepreneurs and how they can rely on these sources for their development from the perspective of an entrepreneur and a third person. However, only a few suggestions were made based on their own research on the use of these schemes and funding sources. In those studies, the importance were focused on the pros and cons, of the schemes

rather than the actual benefits or developmental methods (Hegde Narhari, 2009; Bhatnagar, 2007). This was in fact a limitation of the entire study along with the lack of sufficient literature on government venture capital, which was introduced recently in 2016. From this study, it could be concluded that entrepreneurship in ITES industry can be developed through various methods utilizing government venture capital, assisted funds, and grants. All of the firms benefited from the recruitment of new employees for the firm's development and increasing the capacity to gain more! projects! increase! customer! and! sales! notably! in! comparison! to! past! financial! years. Young businesses often start-up with limited office space and with the help of government venture capital, the entrepreneurs could decide on a better place with a higher quality environment re-location of the company. It was reviewed from previous studies that a company's relocation helps in its growth by creating a better brand image, creating a better work atmosphere for the employees, stimulated capacity for holding bigger projects and thus resulting in an increase of sales. Putting a marketing executive in place for the purpose of brand creation by medium scale companies was identified as a method used by one of the entrepreneurs that yielded positive results in terms of dramatic sales growth and an increased number of new project for the company. Reducing the rate of returns to as low as 10% aided all project beneficiaries to reserve their profits for firm development rather than paying capital returns in the initial years of establishment that restricts every company from selling their stake to private venture capitalists. The use of a government advisory board for decision-making in all departments of the company, along with experienced and professional support in problem solving, allows for the development of such new firms in the industry. Despite the fact that various traditional researchers used government aided funds to study them, the lack of sufficient entrepreneurs in the study with experience on use of government aided funds limited the research to gain.

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