

Entrepreneurship: A scope for Employment in India

Manjunatha K.

Assistant Professor,
Dept. of Studies in Commerce,
Rani Channamma University,
P.G. centre, Jamkhandi
Email id: manjunathak@rcub.ac.in

Abstract:

Entrepreneurship is not new concept to India, being older to Indians has made its own mark in supporting the economic growth of nation. As India is developing country, is facing number of socio-economic problems like poverty, unemployment, illiteracy, etc. The economic and social progress of a nation is measured by a strong sector of entrepreneurship as it directly pillars the development of nation. Therefore micro, small and medium enterprises are significant as they create jobs either as a self employee or create vast opportunities for jobs by making them a successful businessman. Entrepreneurship has become a bridge between an individual and national economic growth through the process of training the individuals with all kinds of potential skills. At this juncture certain entrepreneurial training institutes behave as catalyst agents. Out of gender bias and marginalization, women have received an identity as an 'woman entrepreneur' in the current globalised era. According to the 12th 5 year plan 30% of government schemes are being utilized by women and female children in the form of fund for business/schooling.

Key words: Entrepreneurship, Employment and Economy.

Introduction:

Density of population and its growth, poor economic condition and needs of people can integrate and form a platform called entrepreneurship. It is a phenomenon of multifaceted, in general it can be defined as "an individual establishes and manages a business for profit and growth of nation". As it supports economic growth of nation, it is being elevated and considered above a common created business because of its dynamic process of vision, creation and change.

In the process of entrepreneurship an entrepreneur has to implement new ideas to achieve certain solutions with a great zeal and passion, thereby they can be able to provide goods and services to the society. By the application of their new ideas they can be able to support local economic growth. Thus, entrepreneurship plays a vital role in making economic condition stable and strong. Hence, entrepreneurship education is very necessary in order to make a country free from some social problems so as to build a stable economic growth in this global downtown. Being a developing country, India has various kinds of entrepreneurial education programmes. Under the industrial policy resolution of 1956 gave importance for small and medium enterprises (SMEs) by stressing on self employment. In post independent India entrepreneurship has received more priority and progress than pre independent India. In 1960s and 70s programmes of entrepreneurship education were emerged with the assistance of Government of India.

According to Special Repo 'a global perspective on entrepreneurship education and training GEM 2008' defines entrepreneurship education broadly as the building of knowledge and skills for the purpose of entrepreneurship. It is a part of recognized education programme at primary, secondary and tertiary level educational institutions.

As discussed earlier there are entrepreneurial organizations which offer training to make them a businessman, during this process the individuals inculcate various skills like innovation, solving of a problem, attractive communication and other soft skills, thereby every individual create their own space of entrepreneurship.

Entrepreneurship and woman:

The number of women as entrepreneur is less than that of men as entrepreneur. But it is the world of entrepreneurship which can make woman employable and able to support family as a basic unit and later the society. According to the study of Goldman Sachs education of woman and equality of gender can directly support economic condition of a nation. Development of woman entrepreneurs is necessary for social development as they are built up by strong desire of growing up, managing family and society. As they are educated they do not want to limit themselves within the four walls of house, rather they would like to come out of gender bias and get an identity in today's well connected entrepreneurial world.

The government of India explains that woman entrepreneur is ‘an enterprise owned and controlled by a woman having minimum financial interest of 51% of the capital and giving atleast 51% of employment generated in the enterprise to woman’.

According to 2001 census there is a fast entering of women workers in the era of LPG.

According to 12th 5 year plan from 2012 to 2017 there is a estimation of 33% of all the government schemes are used by women and female children throughout the country. There are some well known women entrepreneurs who made India and its entrepreneurial world to look unique. They are Indra Nooyi, Dr. Kiran Mazumdar Shaw, Ekta Kapoor, Anu Aga, etc. being famous entrepreneurs made other people to get thousands of employment under their entrepreneurship.

The entrepreneurial development programmes in India are framed to improve entrepreneurial activities so as to make them innovative business. Therefore these act as a catalyst agent in between individual and economic growth of nation. They give a hub of employment in both small and medium enterprises. EDPs also put an effort to make unemployed as self employed by the encouragement and skillful based training programmes.

Entrepreneurship and Employment:

Small businesses are like backbone to the economy of every country. Policies that encourage the growth of small businesses and the role of entrepreneurship in the market are considered to be healthy for the economy at large. The process of entrepreneurship activity reducing unemployment situation in the economy is termed “Schumpeter effect”. It has been observed that, unemployment is negatively related to new-firm start ups, that is, as new businesses are established employment of resources is stimulated and unemployment reduces substantially. Entrepreneurship enables individuals to use their potentials and energies to create wealth through the creation of goods and services. This kind of job creation by new and existing businesses is again is one of the basic goals of economic development. This is why the Govt. of India has launched initiatives such as *Startup India* to promote and support new startups, and also others like the *Make in India* initiative to attract foreign companies and their FDI into the Indian economy. All this in turn creates a lot of job opportunities, and is helping in augmenting our standards to a global level.

Small and medium enterprises account for over 95% of establishments and over 80% of jobs in the manufacturing sector in India. They are becoming increasingly prevalent and affect everything from poverty levels and shared prosperity to the allocation of activity in the economy and beyond.

Relationship of entrepreneurship and development of economy:

Entrepreneurship and industrialization are related to one another, and have a mutual coordination which is dependent on natural resources of a nation. Development of entrepreneurship is fundamental to economic growth of a country and numbers of small scale units have increased from 8.74 lakhs to 32.25 lakhs in 2000 comparing to 1981. Meanwhile 60% of employment opportunities are given in India and many organizations are continuously making an effort for training people to make them potential entrepreneur. These organizations start up their work with fundamental element of finding a true entrepreneur.

There are various organizations which provide training like national institute of enterprise and small business development (NIESUBD), Indian Investment Centre(IIC), Entrepreneurial Development Institute of India(EDII), Technical Consultancy Organisation(TCO), etc. these are all organizations making an effort to assist entrepreneurial activities of import and export by prompting foreign investors. Hence, they play a major role in maintaining relation with foreign countries. These institutes basically select efficient entrepreneurs and motivate them to startup business with proper training is given to them.

The institution like TCO is identified as unique organization by the way of its technical and industrial training. They behave as connectivity or bridge between entrepreneurship and employees, besides these they also initiate and sustain the economic development of India.

In a country like India the basic occupation is agriculture and they do it unpaid labour but as households migrate from rural towards urban, agriculture is left off for employment in urban but employment is a central issue in all developing countries including India. Jobs are the means by which individuals able to get their personal status and satisfaction; support their families; lead better life; and contribute to economic development through entrepreneurship.

The importance of a healthy and perfect society can be analysed based on economic development of a nation, equality of women, higher education, and standard of living including children. For all these aspects employment is a key concept to the progress of the nation. Jobs creation and employment for all is a greater challenge, wherein entrepreneurship plays a vital role to offer jobs not only to entrepreneur but also to others through their business organizations in the form of labours and subsequently the owner is identified as businessman. According to International Labour Organisation worldwide there are more than 200 million people are still in need of employment.

Technology is one of the means for welfare of the society through which today's entrepreneurs made imprints on education, employment, business and etc. Access to technical training makes every entrepreneurs reach their aim quickly with high quality product in best attractive way. There are various schemes are introduced under the government of India like Prime Minister's Rozgar Yojana, National Rural Employment Scheme, Integrated Rural Development Programme, National Rural Employment Guarantee, etc.

There is a continuous initiation taken place in entrepreneurship in increasing employment to create a wider space of job to solve issues like poverty. Apart from offering jobs, creates an environment where any individual can have a prosperous life; think innovatively; can also be a contributor to economic stability. Entrepreneurship and innovations are the two faces of the same coin, in fact innovation is fundamental element of it. Every employee think innovatively so as to reach the needs and services of the society by making use of technology and changing trends reach their aim with best quality product. Thus, they able to create market, new venture and attract people. Therefore it can be said that the life of an employee is a journey from an unemployed towards an individual innovative thinker

Conclusion:

As employment is a central issue in the present globalised world, creation of employment opportunities to growing population by government alone is not possible. Hence, initiation of entrepreneurial works by all class of people has become necessary for the fulfillment of the socio and economic issues/problems in developing countries like India. Entrepreneurship has been a place not of only self employment but also a job creating one along with its core activity of

supply of goods and services to the needy. Entrepreneurship has become successful in attracting women to participate in entrepreneurial activities, which consecutively make them successful women entrepreneurs. As a result, women empowerment to some extent is achieved in this way. Entrepreneurship and county's development would go hand in hand as contribution to nation's GDP from sector like micro, small and medium entrepreneurship is significant.

References:

1. Rehman, A.U., and Elahi, Yasir Arafat(2012). Entrepreneurship Education in India – Scope, Challenges and Role of B-Schools in Promoting Entrepreneurship Education. *International Journal of Engineering and Management Research*, Vol. 2(5), 5-14.
2. Ugaoni, John N.N., and et al.(2015). Entrepreneurship Development and Employment Generation in Nigeria: A Study of the National Directorate of Employment. *Independent Journal of Management & Production*, Vol: 6, No: 3, 687-710.
3. Small Businesses, Job Creation and Growth: Facts, Obstacles and Best Practices.
4. Lorz, Michael(2011).The Impact of Entrepreneurship Education on Entrepreneurial Intention: Dissertation of the University of St. Gallen, School of Management, St.Gallen.
5. Margolis, David N.(2014). By Choice and by Necessity: Entrepreneurship and Self-Employment in the Developing World. Discussion paper no. 8273 June 2014.
6. Entrepreneurship and Small Business Research in Estonia: An overview, By Venesaar Urve, Tallinn University of Technology.
7. Sanghi, Sunita and Srija, A.(2016). Entrepreneurship Development in India-the Focus on Start-up, *Laghu Udyog Samachar*

8. Gacheru, Edward Mungai(2007). Employee Transition to Entrepreneurship: The Influences of Families and Firms. IESE University of Navarra.
9. Akhtar, Nadeem and et al. Youth Employment and Entrepreneurship: A Case Study of the Punjab Province, Pakistan, *Research Analytics International (Private) Limited*.
10. Entrepreneurship in India(2008) A study by National Knowledge Commission, Government of India.
11. Education, Employment & Entrepreneurship: A Snapshot of the Global Jobs Challenge- A report by the Global Business School Network, June 2013.
12. Vinay, Deepa and Singh, Divya(2015). Status and Scope of Women Entrepreneurship. *Universal Journal of Management* 3(2), 43-51.
13. A report on Women's voices: Employment and Entrepreneurship in India(2015).