

# Entrepreneurship Development In India: Opportunities And Challenges

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**Abstract-** India is one of the largest homes of start-ups in the world and has been highly successful in bringing significant amounts of foreign direct investment. The present extent of small industry and service sector development or shifting of an economy towards small-scale industry development and service sector development from agriculture specific production is the impact of globalization. The globalization opens the way to transfer of idea, technology and innovation and look into wider context of entrepreneurship. Due to lack of entrepreneurial knowledge, entrepreneurs are facing the problems of vision development of the enterprise. It is the root cause of failure of 70 percent new small startup enterprise in India. The small entrepreneurs are now facing difficulties because of hunting marketing strategies of big player in the market. In this paper, researchers are trying to present the major challenges and burning opportunities of entrepreneurship development in India.

**Keywords-** Challenges, Opportunities, Entrepreneurship, Economic Development

## I. INTRODUCTION

The economic development of a Nation depends on its industrial development. The industrial development is based on the entrepreneurial competencies of the people. The economic developments of advanced developed countries are the evidence of development of entrepreneurship. The advance countries of the world are presenting the good relationship between entrepreneurship and economic development. In addition, the developing countries are eager to maintain these programs for development of entrepreneurship in the country such as Make in India & start-up India is also good step for development of entrepreneurship but in the course of implementing these programs, entrepreneurs have to face various challenges like easy access of finance by funding agencies. The access of fund at startup stage is very tough and for running of enterprise requires working capital but the procurement of fund for day-to-day expenditure is not easy. Therefore, financial problem is affecting at startup stage and working stage, competing with existing competitors that running in global market. Finding suitable skilled employee

and their technical expertise major challenges for entrepreneurship development in the country are.

## Importance

An entrepreneur is an individual who sees an opportunity in the problem. The solutions which they develop are focused to improve society. We will discuss what makes entrepreneurs so important to society.

- Entrepreneurs contribute to economic development by creating employment opportunities and developing new markets that add to the national income.
- Entrepreneurs bring change to society: Entrepreneurs aim to explore and create something that has the potential to change the world. They aim to improve the world through their products and services.
- Entrepreneurs give back to society: Entrepreneurs pay regular taxes that help to fund social causes. Entrepreneurs have become involved in charities that help poor communities to access facilities such as drinking water and health care.

## II. REVIEW OF LITERATURE

1. Singh et al (2017)“Entrepreneurship Development in India: Opportunities and Challenges” The development of entrepreneurship is directly concerned with economic development of the nation by contributing in national income and employment generation. It is contributing about 60 percent employment share in developed countries. The government is continuously promoting the entrepreneurship development for eradicating the problem of employment and poverty. India has major opportunities for development of entrepreneurship. There are numerous sectors of business remains undeveloped. That is now creating new scope for development of entrepreneurship in India. Instead of huge entrepreneurial opportunities, country has challenges for its development. Infrastructure and lack of entrepreneurial competencies is the most affecting challenges in front of Indian entrepreneurs. In this paper, researchers are trying to present the major challenges and burning opportunities of entrepreneurship development in India.

2. E.Manikandan,D.Mohanampal (2019) “A STUDY OF SOCIAL ENTREPRENEURSHIP IN INDIA - OPPORTUNITIES AND CHALLENGES” Although social enterprises occupy themselves with the usual business aspects: an appealing product or service, good customer service, ensuring customers return; they can still be regarded as somewhat rebellious in the business milieu. As a social entrepreneur, your market is society and the product you are providing is innovation and transformation within this society. Though social enterprises have a lot in common with standard for-profit business models, maximizing financial returns is not the main aim. Here, the objective is social and environmental enhancement. Social entrepreneurship is, at its most basic level, doing business for a social cause. It might also be referred to as altruistic entrepreneurship. Social entrepreneurs combine commerce and social issues in a way that improves the lives of people connected to the cause. They don't measure their success in terms of profit alone – success to social entrepreneurs means that they have improved the world, however they define that.
3. Komalpreet Singh, Manu Sharma(2019) “Social Entrepreneurship in India: Opportunities and Challenges” The social and economic hardships in India can be overcome through the innovation and promotion of best practices and positive models as well as by explore good examples of social entrepreneurship. A major future challenge is the contribution of businesses to reduce the problems and work for the welfare of the society. Social entrepreneurship is an important term of social responsibility and a way to solve a variety of urgent societal problems. The purpose of this paper to define the term of social entrepreneurship. This paper derives the necessary information from several research papers. A literature review of secondary data resources is undertaken as relevant to the objectives of study. An entrepreneurial mind set is re-emerging in India. Right from ancient times, India has been entrepreneurial. The paper attempts to shed light on the theme of challenges and opportunities facing the social entrepreneurship scene in India. This paper also highlights the successful examples of social entrepreneurs.
4. [Vishal Jain](#) (2011)“Indian entrepreneurship and the challenges to India's growth” The Indian state makes Indians entrepreneurial, as to overcome basic constraints and succeed with what we have we have to innovate and improvise. This article will describe how the Indian Family Business and its entrepreneurial spirit play an important role in India's growth. In the first part of the article, I discuss its characteristics and survivability in the global environment. In the second section, I discuss the challenges – corruption, terrorism, and unfinished economic reforms — that India faces and their impact on foreign businesses that want to invest in the country.
5. R. JAYANTHI (2019) “A Study about Entrepreneurship in India and Its Promotion under 'STARTUP INDIA' Scheme” Entrepreneurship plays a significant role in the economic development of any country. Entrepreneurship acts as a pillar for the economic prosperity of a nation as it leads to generation of employment, contribution in national income, rural development, industrialization, technological development, export promotion etc. In India, various initiatives have been taken by the government from time to time for entrepreneurship development in the country. Entrepreneurship has attracted the attention of policymakers in India. A series of high-level initiatives, including Startup India, have been launched to promote private sector development. However, the role of entrepreneurship in development remains a mystery for many policy observers. The main purpose of this paper is to study about Entrepreneurship in India and its Promotion Under 'STARTUP INDIA' SCHEME. This study was done based on secondary data collected from multiple sources of evidence, in addition to books, journals, websites, and newspapers.

### III. OBJECTIVE OF THE STUDY

1. To study entrepreneurship with its basic framework.
2. To list out the challenges and opportunities faced by entrepreneurs in India.
3. To know the challenges faced by social entrepreneurs, to know the scope and opportunities of social entrepreneurship.

### IV. INDIA SPECIFIC ENTREPRENEURSHIP CHALLENGES ARE

- **Family Challenges:** Convincing to prefer business over job is straightforward isn't a simple task for an individual. The first thing compared is – Will you make extra money in business of your alternative or as a successor of family business. This is wherever it becomes almost impossible to convert that you just will generate extra cash along with your passion than doing what your Dad is doing.
- **Social Challenges:** Family challenges are always at the top because that is what matter the foremost however occasionally social challenges also are very important. You opted for entrepreneurship and your friend opted for a employment. He currently contains a flat, car and what not because he could easily get those with a bank loan but you still have nothing to show off and this is often wherever challenge comes.

- **Technological Challenges:** Indian education system lags an excessive amount of from the Job industry as an entire then again it lags even a lot of once it involves on-line entrepreneurship. What technology would be ideal and the way to use that technology effectively?
- **Financial Challenges:** (Difficulty in borrowing fund): monetary challenges are loads completely different in India especially for online entrepreneurs. once you are beginning out as an entrepreneur you don't elect venture funding but try to go with funding from tiny to medium business people. Many such non technical business people don't perceive the net business models as an entire and so getting an initial business funding from them becomes difficult. The other choice you'll be able to consider is loan but bank loan is not at all an choice in India for new online entrepreneurs.
- **Policy Challenges:** Now and then there is lot of changes in the policies with change in the government.

1. Problems of TRIPS and TRIMS.
2. Problems of raising equity capital Problems of availing raw-materials.
3. Problems of obsolescence of indigenous technology Increased pollutions Ecological imbalanced.
4. Exploitation of small and poor countries, etc.

When asked concerning the 3 biggest challenges facing little businesses these days, survey participants cited revenue, hiring and profit. the most objectives of entrepreneurial development programmes (EDP) area unit to produce data of business to the individuals having no data and to create them winning businessmen.

### Opportunities

Entrepreneurial chance is that the purpose at that specifiable shopper demand meets the practicability of satisfying the requested product or service. In the field of entrepreneurship, specific criteria ought to be met to maneuver from a plan into a chance. These are those who begin businesses to use a possible chance. they're possible to grow their business quicker, use a lot of individuals, and introduce innovation that might facilitate fill necessary gaps within the market, whereas boosting productivity within the economy.

- Free entry into world trade.
- Improved risk taking ability.
- Governments of nations withdrawn some restrictions
- Encouragement to innovations and inventions.
- Promotion of healthy completions among nations

- Consideration increase in government assistance for international trade.
- Establishment of alternative national and international institutes to support business among nations of the globe.
- Benefits of specialization.
- Social and cultural development

### Challenges for Rural Entrepreneurs

- Growth of Mall Culture
- Poor Assistance
- Power Failure
- Lack of Technical know how
- Capacity Utilization
- Infrastructure Sickness

### Opportunities for Rural Entrepreneurs

- Crashed Scheme for Rural Development
- Food for Work Programme
- National Rural Employment Programme
- Regional Rural Development Centres
- Entrepreneurship Development institute of India
- Bank of Technology
- Rural Innovation Funding
- Social Rural Entrepreneurship.

### Need for Creating Indian Entrepreneurs- A Snapshot:

- A recent Mckinsey& Company-Nasscom report estimates that Bharat desires a minimum of eight,000 new businesses to attain its target of building a US\$87 billion IT sector.
- within the next ten years, 110-130 million Indian voters are going to be sorting out jobs, as well as 80-100 million searching for their initial jobs.

Today's information primarily based economy is fertile ground for entrepreneurs, in India. it's justly believed that Bharat has a unprecedented talent pool with just about limitless potential to become entrepreneurs. Therefore, it's necessary to induce committed to making the correct setting to develop triple-crown entrepreneurs. to attain this, Bharat should specialize in the subsequent space. Create the Right Environment for Success.

- Ensure that Entrepreneurs have access to the Right Skill
- Ensure that Entrepreneurs have access to "Smart Capital"

- Enable Networking and Exchange
- Government Support: each the Central and State Governments ought to take a lot of interest in promoting the expansion of entrepreneurship.

## V. CONCLUSION

The aim of this text was to clarify the role of opportunities within the entrepreneurial method. The study of entrepreneurship has connectedness these days, not solely as a result of it helps entrepreneurs higher fulfill their personal wants however due to the economic contribution of the new ventures More than increasing value by making new jobs, entrepreneurship acts as a positive force in economic process by serving because the bridge between innovation and market place. we have a tendency to additionally prompt however the angle on entrepreneurship that we have a tendency to printed would possibly influence the event of the sphere. we have a tendency to hope that this text stimulates alternative students to hitch the trouble to refine this framework and gather strong empirical proof to look at its validity.

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