

Entrepreneurship in India - Prospects and Challenges

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Abstract: *In the new millennium, entrepreneurial spirit is becoming popular particularly within the younger generation. This departure from the past, where economic growth primarily favored established job and business patterns, reflects a shift in the global economy. The traditional career trajectory is undergoing a transformation, with fewer individuals following conventional paths. The evolving landscape of work, leisure, travel, family dynamics, and child - rearing presents abundant opportunities for entrepreneurs to establish businesses and organizations that capitalize on emerging technologies and trends. The main aim of the paper is to study the prospects and challenges for entrepreneurship in India. The study aims to explore the reasons for establishing your own entrepreneurship. It also explores the feasibility of doing business and analyse the access to government initiatives. The survey was carried out in Delhi NCR region. Data was collected from 55 entrepreneurs through random convenience sampling. Descriptive statistical techniques like tally and pie - charts were used to study the responses of the students. The analysis shows that entrepreneurship has a great potential to play a significant role in strengthening the economy. There is a need to spread awareness about the government policies and initiatives which has a great potential to support the budding entrepreneurs.*

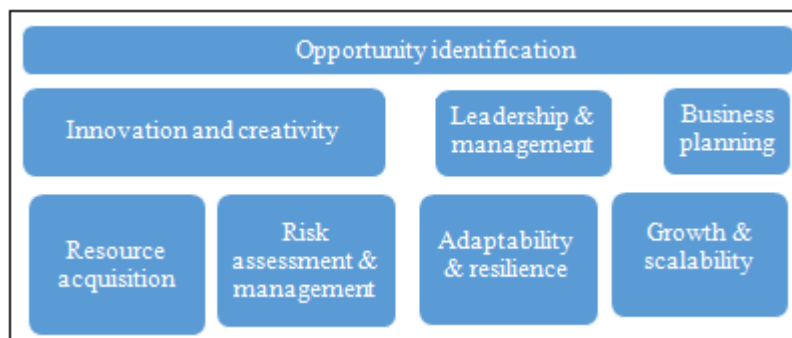
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1. Introduction

In the new millennium, entrepreneurial spirit is becoming popular particularly among the younger generation. This departure from the past, where economic growth primarily favored established job and business patterns, reflects a shift in the global economy. Today's youth possess the ideas, talents, skills, and knowledge that are conducive to entrepreneurial endeavors. Consequently, we are witnessing a surge in startups and entrepreneurial ventures. The traditional career trajectory is undergoing a transformation, with fewer individuals following conventional paths. The current generation is characterized by a greater inclination towards entrepreneurship, as it is evident from the increasing number of individuals venturing out on their own. Students and young professionals hold immense potential for shaping the future through their entrepreneurial activities. The drive for entrepreneurship embodies the spirit of human progress, development, achievement, and change, serving as a catalyst for motivation and energy.

The evolving landscape of work, leisure, travel, family dynamics, and child - rearing presents abundant opportunities for entrepreneurs to establish businesses and organizations that capitalize on emerging technologies and trends. Innovations in these areas pave the way for entrepreneurial minds to create ventures that shape the course of the new millennium. As we move forward, the world can anticipate groundbreaking ideas and solutions from these entrepreneurial individuals. Their relentless pursuit of progress and their ability to identify and leverage technological advancements will drive transformative change and shape the future of various industries. The spirit of entrepreneurship fuels the passion and dedication needed to bring about advancements that benefit society as a whole.

Entrepreneurship refers to the process of identifying, creating, and pursuing opportunities to start and manage a business venture. An entrepreneur is an individual who takes on the risks and responsibilities associated with starting and operating a new enterprise with the aim of making a profit. Entrepreneurship involves various activities, such as:



Entrepreneurship is defined as “creating something new with value by devoting necessary time and effort, assuming the accompanying financial, psychic and social risks and receiving the resulting rewards of monetary and personal satisfaction of independence” (Hisrich, 1).

According to Scarborough and Zimmerer (1988), an entrepreneur creates new business and faces uncertain circumstances to obtain profit and growth by identifying

opportunities and come up with means to accomplish the same.

Need and Significance of the Study

The study aims to explore the factors that motivate the individuals to start their own ventures. It will also explore the sectors in which the entrepreneur enterprises are flourishing. The study will analyse the factors that contribute to the success as well as the hurdles which the start –ups may experience. It will facilitate the entrepreneurs and other stakeholders to take positive steps to support the ecosystem of entrepreneurship.

Research Questions

- 1) What were the reasons for establishing your own entrepreneurship?
- 2) What experience/training helps in starting your own business?
- 3) What do you think are the main factors that contribute to the success of any start - up?
- 4) What are the hurdles in the journey of an entrepreneur?

Tools

Self - prepared online questionnaire, ‘Entrepreneurship in India - Prospects and Challenges was used. ’

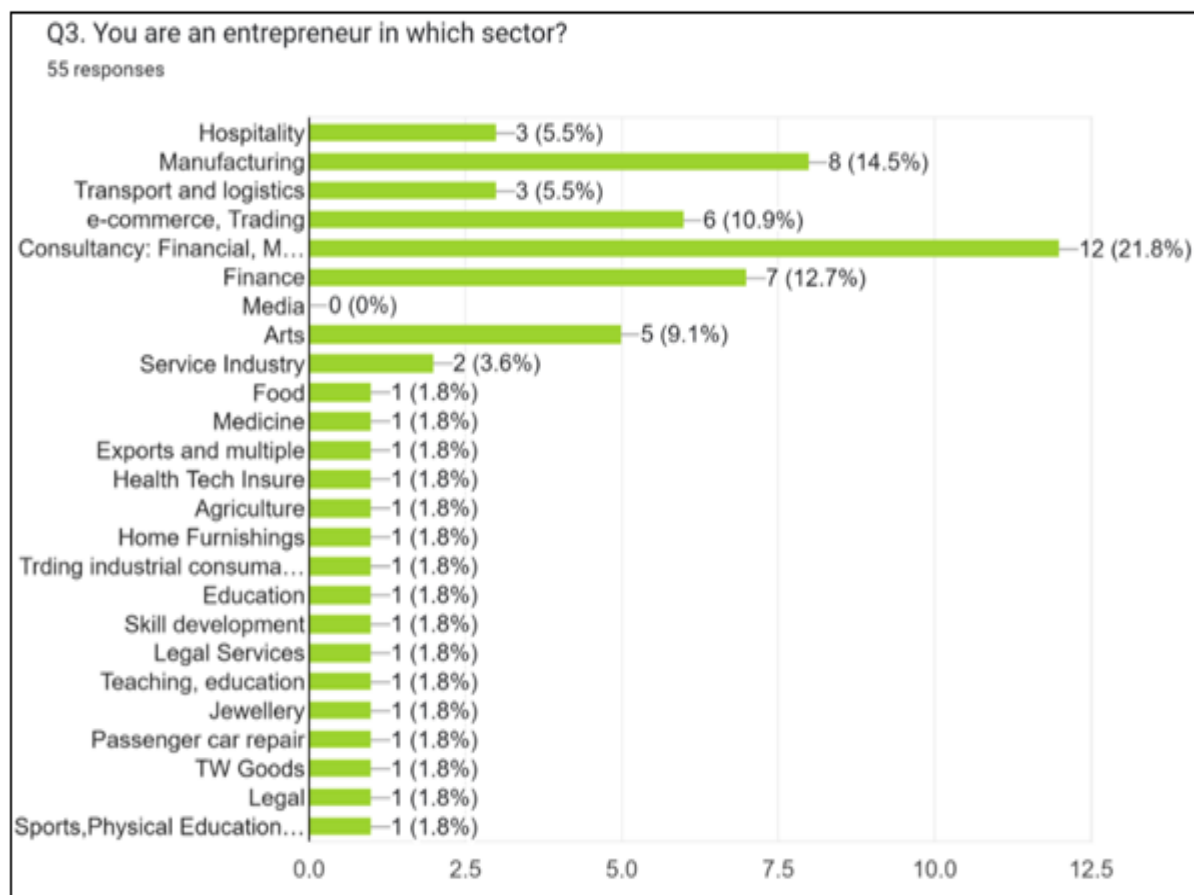
2. Methodology

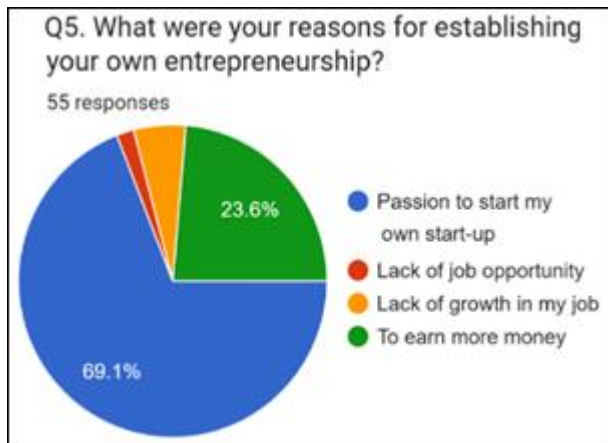
The researcher used the survey method for data collection. The study was carried out among the 55 entrepreneurs of the Delhi NCR through convenience sampling.

Analysis and Interpretation of data

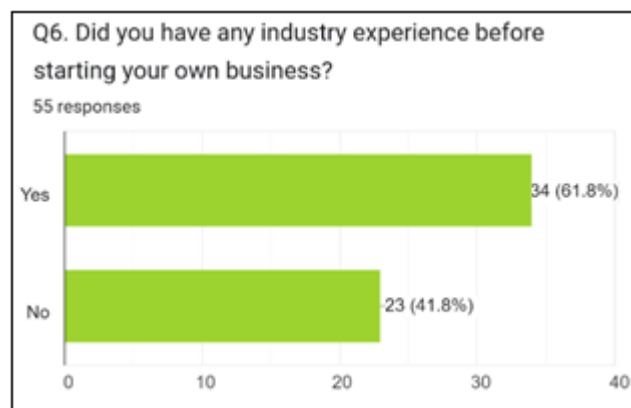
The sample included 55 entrepreneurs, 40 male and 15 female entrepreneurs. The age group was in the range of 30 to 60 plus. It can be said that there is no limitation of age for becoming an entrepreneur. About 53 percent of the respondents were entrepreneurs for more than 5 years.

On analyzing the responses to Q3. represented graphically below about the sectors of entrepreneurship, it was found that entrepreneurship flourishes in a range of sectors ranging from food, medicine, home furnishings, education, law, sports, trading, transport finance, etc. Majority of the entrepreneurs in the sample under study were in the field of financial and management consultancy followed by manufacturing, finance and e - commerce trading. It shows that entrepreneurship is not limited to few sectors, its scope is wide and diverse.



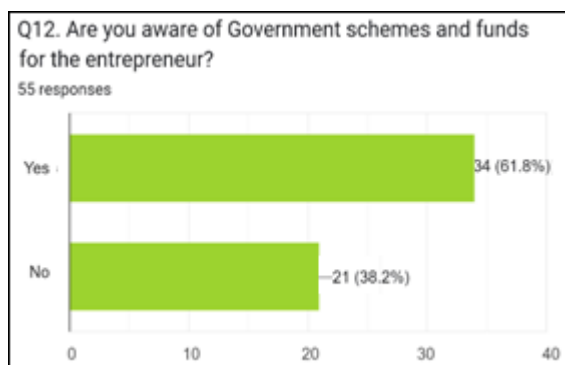
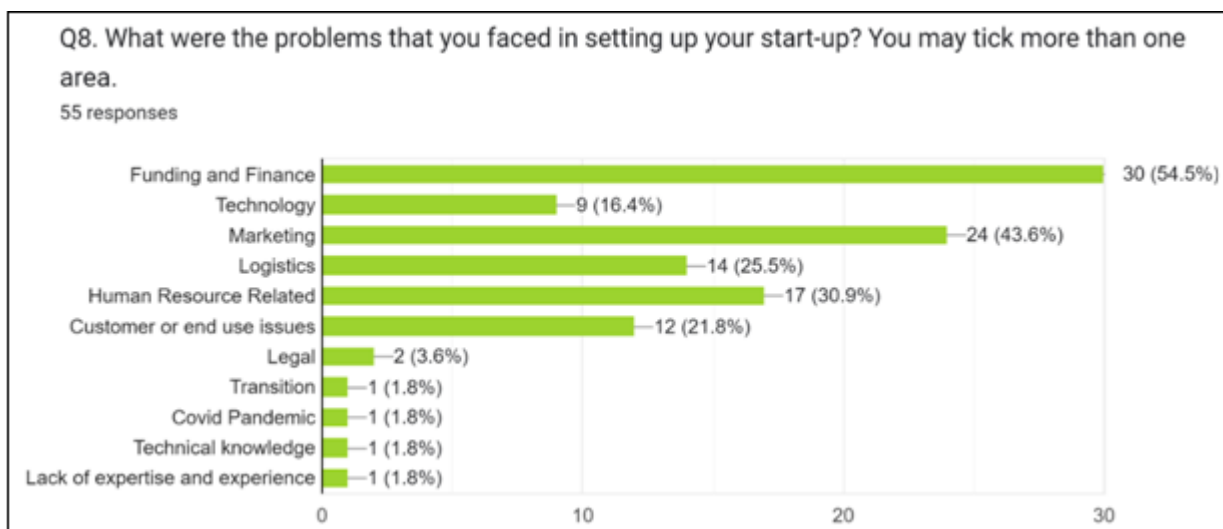


The analysis of the responses to Q5. represented graphically below exploring the reasons behind establishing own entrepreneurship shows that (38 respondents) 69% had a passion to start their start - up. (13 respondents) 23.6 percent were driven by the desire to earn more money. (3 respondents) 5.5 % took to entrepreneurship due to lack of growth in their job and 1% due to lack of job opportunity. It is a good sign for the economy that the driving factor behind entrepreneurship is the passion to start their own enterprise.

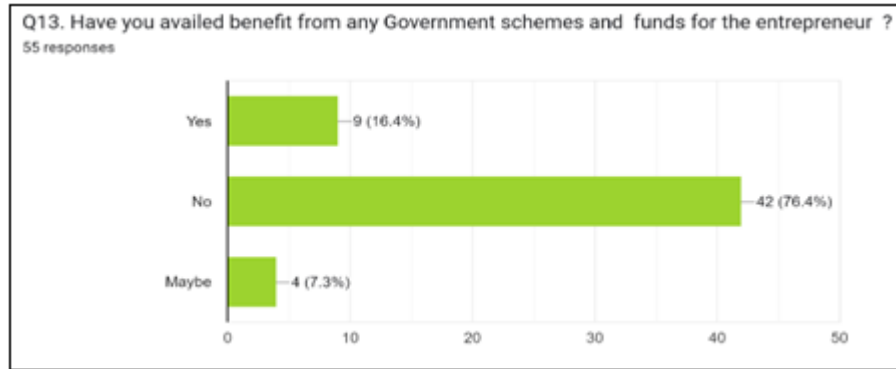


The analysis of the responses to Q6. reveals that 34 respondents (61.8%) had prior industry experience before starting their own enterprise while 23 respondents (41.8%) did not have any prior industry experience before starting their enterprise. The analysis of this data reveals that generally individuals prefer to have some industry experience before starting their own enterprise.

The analysis of Q8. reveals that 54.5% faced problems related to funding and finance. 43.6 % faced challenges in marketing, 30.9% faced challenges related to human resources and 25.5% faced problems related to logistics. The analysis of the responses shows that finances, marketing, human resources, logistics, customer related issues and technology are major challenges. Legal, technology and expertise are minor challenges.



The analysis of data of Q12. shows that only 61.8% were aware of the government schemes and funds for the entrepreneurs. It implies that the young entrepreneurs should explore the various government schemes and funds available for the entrepreneurs.



The analysis of data of Q13. shows that 76.4% of the respondents did not avail of any government scheme/ funds for the entrepreneurs. Only, 16.4 % availed of the government scheme/ funds for the entrepreneurs. While co - relating to the responses to the responses of Q.8. it can be inferred that finance /funding were the major challenges before the entrepreneurship. It can be concluded that if the awareness about government scheme/ funds for the entrepreneurs is spread in the educational institutes and media, it can facilitate more budding entrepreneurs in their upcoming ventures.

3. Conclusion

Entrepreneurship in India is at an inflection point, with the startup ecosystem growing rapidly and presenting numerous opportunities for entrepreneurs. While there are challenges to be overcome, including access to funding, government policy/schemes, and gaps, the overall outlook for entrepreneurship in India is positive. With the government's support, the availability of talent and capital, and a large and growing consumer market, entrepreneurs in India are well - positioned to build successful businesses and drive economic growth in the country.

4. Suggestions for Further Research

The present study was limited to the entrepreneurs of the Delhi NCR region and a sample size of 55. It is suggested that similar studies can be conducted on a larger sample and different regions of the country which can facilitate the entrepreneurs and other stakeholders to take positive steps to support the ecosystem of entrepreneurship.

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