

Analysis on the Progression of Entrepreneurship in India within the Context of Make in India Initiative by Indian Government

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Abstract: *The economic advancement of any country is significantly impacted by entrepreneurship. Entrepreneurship plays a crucial role in a country's economic growth by generating employment opportunities, contributing to national income, promoting rural development, fostering industrialization, driving technical progress, and facilitating export promotion. In order to foster the development of entrepreneurship in India, the government has regularly implemented a variety of measures. Indian policymakers are focusing on entrepreneurship. In order to promote the expansion of the private sector, several significant initiatives have been implemented, most notably Make in India. For numerous observers of policy, the role of entrepreneurship in development remains enigmatic. The main objective of this essay is to examine how the "Make in India" Scheme facilitates the growth of entrepreneurship in India. This study utilized secondary data collected from diverse sources such as books, journals, websites, and newspapers*

Keywords: enterprise, development, enigma, Make in India scheme, entrepreneurship

I. INTRODUCTION

Entrepreneurship, as defined by A.H. Cole, entrepreneurship refers to the intentional actions done by an individual or a group of interconnected persons to establish, maintain, or organize a business unit with the goal of generating profits through the production or distribution of economic goods and services. There are three fundamental philosophical approaches to entrepreneurship. The initial approach is functional, emphasizing the active participant who is accountable for significant decisions about expenditure, production, innovation, location, and research and development. From this perspective, entrepreneurship is defined as the combination of energy, ingenuity, and distinctiveness as psychological characteristics. The method encompasses managers of multinational firms, state-owned enterprises, for-profit and non-profit organizations, as well as innovative entrepreneurs within companies.

The second strategy prioritizes the corporation as the primary economic factor. This list includes many types of businesses, such as owner-operated firms, incorporated joint stock companies, state-owned joint venture enterprises, and subsidiaries of worldwide corporations. These businesses are responsible for making crucial decisions about investments, expanding into new domains or industries, and pursuing worldwide growth. The third strategy centers on privately owned enterprises. As per this approach, the entrepreneur possesses ownership of the company and is actively involved in its management. This primarily pertains to fledgling enterprises, modestly sized companies, and self-employed professionals.

Indian small enterprises maintain their dominant position in the entrepreneurial environment. They include over 95% of enterprises and account for 80% of employment in the manufacturing sector. Furthermore, they have augmented their production. Small businesses operating in trade industries have significantly contributed to the growth of employment in the manufacturing sector, whereas businesses in non-tradable sectors have experienced a decline.

Entrepreneurship in India: An international lookout:

Entrepreneurship is crucial for problem-solving, economic advancement, and job creation. Furthermore, it showcases the audacity, willingness to take risks, and innovative nature of a society. According to the Global Entrepreneurship

Development Institute (GEDI), there is a substantial positive correlation between entrepreneurship, economic growth, and innovation.

The GEDI has recently released the 2018 Global Entrepreneurship Index, which evaluates and ranks 137 countries.

One criterion utilized for evaluating nations is as follows:

1. The factors influencing start-up success include opportunity motivation, opportunity perception, start-up skills, risk acceptance, networks, cultural support, technology absorption, human capital, competition, product innovation, process innovation, high growth intention, internationalization, and risk acceptance.

2. What is the current state of India's entrepreneurial environment?

India's success is notable due to the relevance of the "start-up India" initiatives and the crucial role that entrepreneurship plays in generating employment in a stagnant Indian labor market.

3. India's performance in the 2018 GEDI index:

India's performance is ranked as average, placing 68th out of 137 nations, according to GEDI. In 2017, India held the 69th position in the ranking.

The United States is ranked #1 in the index, which encompasses 137 distinct nations. The GEI score of any nation is determined based on its overall entrepreneurial culture and potential.

The Global Entrepreneurship Development Institute (GEDI) is a policy-development organization that focuses on improving economic opportunities for individuals, communities, and nations. One of their initiatives is the creation of the Global Entrepreneurship Index. India has been placed 14th among 28 nations in the Asia Pacific region, positioning it close to the middle of the group. India's ranking in the region is lower than that of more developed economies such as Korea (4th), Japan (6th), and China (9th), which is intriguing.

The performance, when evaluated based on specific criteria, also offers a compelling viewing experience. India's performance is greater than its total score in the following areas: process and product innovation, internationalisation, opportunity start-up, risk acceptance, opportunity perception, and harsh market rivalry. The performance of its human capital is largely in line with its overall performance.

India excels in product innovation, achieving the highest score globally in this criterion. This measures a country's ability and aptitude to create new products, as well as to modify or imitate those that already exist in the market. India's strength lies in its ability to identify opportunities and take risks, which is linked to its inclination for product innovation, positive attitude towards internationalisation, and ambition to enter new markets.

Reasons for India's mediocre performance

India's performance is below average in several areas, including start-up skills, networks, cultural support, technology absorption (which is particularly weak), fast growth, and the availability of risk financing. Nevertheless, India's ability to acquire, utilize, and integrate information from external sources, known as technology absorption, is still its least developed area.

Additionally, India faces significant challenges in terms of networking and cultural support. India's level of knowledge sharing, networking, and collaboration among entrepreneurs falls short compared to many other countries. One significant drawback in the Indian system is the absence of cultural assistance. This measures the way a society views entrepreneurship in relation to its social standing and as a career, as well as the impact of corruption on this perception. The influence of corruption on societal perceptions of entrepreneurship implies that, despite numerous reforms and improvements in this domain, corruption continues to persist in India. Furthermore, the perception of entrepreneurship as a viable career choice among Indians indicates a persistent inclination towards stable and remunerative employment in India, rather than pursuing entrepreneurial endeavors.

India's underperformance in terms of risk capital availability is surprising, notwithstanding the several initiatives launched under the "start-up India" umbrella. Consequently, the entrepreneurial sector continues to encounter a substantial challenge in guaranteeing consistent access to the appropriate type and quantity of finance over the entire entrepreneurial life cycle.

India should prioritize enhancing the skills required for entrepreneurship, such as providing training for staff, ensuring flexibility in the labor market to hire individuals with the appropriate skills when needed, and promoting higher educational levels among entrepreneurs. These measures will greatly enhance India's ranking in the GEDI index.

Furthermore, it is imperative to enhance the capacity of the educational system to provide top-notch support, with a particular focus on bolstering entrepreneurship courses.

The proliferation of entrepreneurship in India:

Entrepreneurship in India has had a substantial surge during the past few decades. In the early 1990s, there was a significant increase in the number of international firms entering the Indian market. This was due to India's decision to open up to foreign investors by implementing necessary regulatory reforms.

The economic advancement of any nation is significantly impacted by entrepreneurship. Entrepreneurship has a crucial role in driving a country's economic growth by generating employment opportunities, contributing to national income, fostering rural development, promoting industrialization, facilitating technological advancements, and boosting exports. India is emerging as a thriving hub for aspiring entrepreneurs. The current markets exhibit greater stability compared to those of other nations, as seen by their liquidity, dynamism, and recent economic indicators. Education is widely recognized as a significant determinant of entrepreneurial growth. Each day, a multitude of fresh prospects emerge as a result of enhanced technological accessibility, an expansion in foreign direct investments, and various deregulation initiatives. One has the ability to organize or acquire financial resources. Organizations such as the National Entrepreneurship Network (NEN) and the National Social Entrepreneurship Forum (NSEF) provide financing and angel finance options for new firms. Therefore, it may be inferred that India possesses the capacity for entrepreneurship.

Social entrepreneurship plays a crucial role in the field of entrepreneurship in India. Many Indians have chosen to take initiative, whether with or without official support, to work towards a better future despite the persistent challenges of poverty and unemployment. Teach for India, Tata Jagriti Yatra, and similar initiatives promote entrepreneurship among young individuals while simultaneously providing them with hands-on experience. There is an increasing recognition that social enterprises have the potential to address and solve societal issues. In order to promote the development of business models that benefit the underprivileged, it is essential to cultivate an environment that instills confidence in entrepreneurs to pursue such endeavors.

It is crucial to comprehend that commencing a firm in India is not a straightforward task. Indeed, it is accurate to state that contemporary Indian entrepreneurs no longer require international travel to accomplish their objectives. However, establishing a dominant and powerful empire requires more than just having opportunities at one's disposal; it also necessitates a specific attitude and a set of motivating factors, characteristics that are prevalent in Indian culture. Undoubtedly, India would soon establish dominance in world commerce.

Obstacles encountered by Indian entrepreneurs prior to initiating their ventures:

The courage to establish your own firm: Establishing your own company is a challenging undertaking. Resigning from your job and starting your own business needs a significant amount of courage and resilience. To attain one's objectives, one must possess determination and confidence. It is imperative that you convince yourself that there is a demand for a product like this in the market and that you possess the most suitable qualifications to offer it.

Does your concept has sufficient scale? The primary challenge that every entrepreneur must surmount is a deficient idea. What is your intended pursuit? What type of enterprise do you plan to establish? Who is your target demographic? Is your concept genuinely worth pursuing? You will have several inquiries in your mind and will be required to reveal the solutions.

Another significant challenge faced by an entrepreneur is acquiring funding. It is imperative that you make a decision regarding the timing, method, and source of acquiring the required funding. Occasionally, individuals are required to self-fund their startup for a significant duration.

Acquiring the appropriate talent: After deciding to start your own firm, assembling a team will be necessary. An exceptional team, comprised of either the team that established the company or the co-founders, is essential for the success of any thriving enterprise. The most challenging, yet crucial, aspect of any endeavor is locating an individual who possesses the same level of enthusiasm for the undertaking.

Efficient marketing with little resources: For a newly established business, it is essential to develop brand awareness among clients. To effectively engage with your desired clientele, it is imperative to employ highly effective marketing methods.

Financial Security: To ensure the success of a start-up, it is essential to address two critical questions: "Do I possess sufficient funds to provide financial security for my family?" and "Does the business have enough resources to sustain

operations for at least one year?" Having confidence in having enough money for the family allows one to focus on building the start-up. Moreover, if your business have ample operational resources, you can undertake more substantial risks.

Stress management: The proverb "No pain, no gain" holds true. Every entrepreneur experiences stress, regardless of whether it is related to personal or business matters. To effectively run a prosperous firm, one must possess a high level of resilience and composure. Consequently, if you are in the process of starting your own firm, it is essential to be prepared to manage the daily pressures and strain.

Confronting Failure: It is not guaranteed that all of your ideas will be successful. The concept of "failing quickly" is linked to the introduction of new products and the expansion into new markets. Engaging in numerous novel endeavors inevitably results in a mixture of triumphs and failures, thereby precluding the attainment of success in every single one of those endeavors.

The Indian government provides extensive support for innovation and entrepreneurship in India.

In order to foster a culture of innovation and entrepreneurship in the country, the Indian government has initiated several programs and enacted regulatory reforms. The primary challenge faced by India is the generation of employment opportunities. India possesses significant potential to drive innovation, cultivate entrepreneurship, and create employment opportunities, both domestically and globally, owing to its extensive and unique demographic advantage.

In recent years, the Indian government has implemented various initiatives to promote innovation, along with a diverse array of new programmers. Interacting with scholars, corporations, investors, small and large company owners, non-governmental organizations, and marginalised communities.

The Indian government has prioritised policy efforts that aim to ensure gender equality by recognizing the importance of women's economic participation and entrepreneurship in fostering national progress and prosperity. The government aims to promote the progress of women in India's entrepreneurial ecosystem by providing them with access to capital, networks, markets, and trainings.

In order to foster the development of entrepreneurship in India, the government has regularly implemented several measures. Indian policymakers are focusing on entrepreneurship. In order to foster the expansion of the private sector, a number of significant initiatives have been implemented, one of which is Make in India. For numerous observers of policy, the role of entrepreneurship in development remains an enigma.

India has implemented several efforts to promote entrepreneurship and innovation. One such project is Make in India, which is a program supported by the government. It aims to provide guidance, support, and assistance to firms at every stage of their development. Since its inception in January 2016, the project has effectively provided numerous ambitious entrepreneurs with a competitive advantage. The project employs a comprehensive strategy to assist enterprises, encompassing a four-week online learning program and the creation of research parks, incubators, and startup centers across the country through collaboration with academic and business institutions. In addition, a "Fund of Funds" has been created to aid enterprises in acquiring financial resources. The primary objective of the program is to establish a conducive environment for startups to engage in innovation and achieve success without encountering any limitations or restrictions. In order to achieve this objective, various mechanisms such as online startup recognition, the Make in India Learning Programme, facilitated patent filing, simplified compliance standards, relaxed procurement standards, incubator support, innovation-focused student programmes, funding support, tax benefits, and resolution of regulatory issues are employed.

The Make in India initiative seeks to transform India into a dominant force in global manufacturing and innovation. The statement strongly urged Indian residents and corporate leaders to take action and encouraged prospective collaborators and investors from across the world to modernise outdated procedures and regulations and enhance their understanding of the opportunities in India's manufacturing industry. India's skills have regained the trust of potential international partners, the local corporate sector, and the general public. An outstanding endeavor in recent recollection was the Make in India program. The initiative has ensured the replacement of old and obstructive frameworks with transparent and user-friendly ones, among other objectives. Consequently, investments have been drawn, innovation has been

promoted, talents have been cultivated, intellectual property has been safeguarded, and state-of-the-art industrial infrastructure has been constructed.

The Atal Innovation Mission (AIM) is the Government of India's endeavor to promote innovation and entrepreneurship. It offers a platform for the advancement of top-tier Innovation Hubs, Grand Challenges, start-up enterprises, and other forms of self-employment, specifically in technology-focused sectors. AIM has implemented Atal Tinkering Labs (ATL) throughout India with the aim of fostering inquisitiveness, ingenuity, and inventiveness within the educational setting. ATLS, or Areas of Technological Literacy, refer to specific educational domains where students have the opportunity to apply STEM (Science, Technology, Engineering, and Math) principles through the utilisation of various tools and equipment. The primary objective of AIM's Atal Incubation Centers (AICs) initiative is to nurture innovative start-up companies and facilitate their growth into sustainable and scalable organizations. AICs provide excellent incubation facilities with the necessary physical infrastructure, including operational facilities and capital equipment. These incubation centers, located around India, offer creative start-ups the opportunity to connect with experts in their respective fields, receive guidance in business planning, secure initial funding, collaborate with industry partners, and participate in training programs.

The Support to Training and Employment Programme for Women (STEP) was initiated by the Ministry of Women and Child Development of the Indian Government with the objective of offering formal skill training to women who face limited opportunities, especially in rural areas of India. The Ministry of Skill Development & Entrepreneurship and NITI Aayog have modified the Guidelines of the 30-year-old initiative to align with contemporary needs. The program is accessible to all Indian females aged 16 and above. The program imparts skills in diverse domains such as horticulture, farming, food manufacturing, artisanal crafts, needlework, travel and tourism, hospitality, computer technology, and handloom weaving.

The Jan Dhan-Aadhaar-Mobile (JAM) initiative is a technological intervention that facilitates the direct transfer of subsidies to their intended recipients. By eliminating intermediaries and leakages in the system, JAM has the potential to significantly enhance the lives of millions of Indian people. Furthermore, JAM not only serves as a vital deterrent against corruption, but also provides banking services to all neglected regions, ensuring accessibility to end users.

The objective of the Digital India initiative is to enhance the Indian economy by ensuring that all government services are accessible online. India aims to transition into a knowledge-based economy and society, ensuring that there is universal availability of goods and services. This endeavor aims to provide high-speed internet access to the most isolated regions in response to historically low levels of internet connectivity. This project aims to enhance public participation in the digital and financial domain, bolster the safety and security of cyberspace in India, and streamline business transactions. Digital India aspires to promote fairness and efficiency by offering digital information and services in all Indian languages, catering to the diverse needs of the nation.

The Department of Biotechnology founded the Biotechnology Industry Research Assistance Council (BIRAC), a non-profit public-sector corporation, with the aim of providing support and enabling emerging biotechnology enterprises. Its goal is to eliminate the barriers that exist between industry and academia and incorporate strategic research and innovation into all biotech firms. The primary goal is to utilize state-of-the-art technology to produce products that are of superior quality and offered at a reasonable cost. BIRAC has formed partnerships with several domestic and international entities to enhance the growth of the Indian biotech industry, particularly start-ups and small and medium-sized enterprises (SMEs). BIRAC has also facilitated several rapid advancements in medical technology.

The Department of Science and Technology (DST) consists of various divisions that work together on important projects requiring scientific and technological expertise. The Technology Interventions for Disabled and Aged program in India utilizes scientific and technological advancements to provide technical solutions and improve the quality of life for aged individuals. The objective of the ASEAN-India Science, Technology, and Innovation Cooperation is to reduce the disparity in development and enhance the level of connectedness among the ASEAN countries. The program fosters collaboration in the fields of science, technology, and innovation by facilitating cross-sectoral cooperative research. Additionally, it provides scholarships to academic and research institutes in India for scientists and researchers from ASEAN member nations, enabling them to enhance their research capabilities.

Stand-Up India: This 2015 project seeks to leverage institutional credit for the benefit of impoverished Indians. The objective is to enable women entrepreneurs, individuals belonging to Scheduled Castes, and individuals belonging to

Scheduled Tribes to actively engage in economic activities and benefit from India's economic growth. With the aim of promoting the establishment of new businesses in the manufacturing, service, or commerce sectors, loans ranging from Rs. 1 million to Rs. 10 million are provided to both a woman and a member of the SC or ST community. These loans are specifically intended for Greenfield firms. The Stand-Up India platform functions as an online marketplace for small business proprietors, providing comprehensive information on credit assurance and financing options.

The Trade Related Entrepreneurship Assistance and Development (TREAD) program aims to address the pressing issue of limited access to credit among economically disadvantaged women in India. It achieves this by providing loans to interested women through non-governmental organizations (NGOs). Registered non-governmental organizations (NGOs) can help women access financial resources, counseling, and training programs to start enterprises outside of agriculture, hence creating chances for women to participate in non-farm activities.

The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) by the Ministry of Skill Development & Entrepreneurship (MSDE) is a prominent initiative aimed at providing specialized training to young individuals in sectors that are pertinent to their field. The primary objective is to enhance their opportunities for livelihood development and employment. Individuals with prior learning experience or skills are also assessed and accredited as Recognition of Prior Learning experts. The government fully covers all costs associated with training and assessment under this program.

The National Skill Development Mission was initiated in July 2015 with the objective of fostering collaboration across different states and sectors in order to enhance skills in various industries and initiatives. The purpose of this initiative is to expedite the process of making decisions in various sectors to provide a large-scale supply of skills, while maintaining high standards and efficiency, with the ultimate aim of creating a highly skilled workforce in India. The mission's efforts to enhance skills across the country will be directed by the seven sub-missions initially proposed: Institutional Training, Infrastructure, Convergence, Trainers, Overseas Employment, Sustainable Livelihoods, and Leveraging Public Infrastructure.

Science for Equity Empowerment and Development (SEED) aims to facilitate collaboration between committed researchers and field people to work on location-specific projects that are focused on taking action and achieving socioeconomic benefits, especially in rural areas. In order to facilitate access to specialized knowledge and top-notch facilities, initiatives have been implemented to establish connections between national laboratories, other specialized science and technology institutes, and grassroots inventions. SEED prioritises egalitarianism in its development efforts, ensuring that a wide range of individuals, particularly those who are disadvantaged, get the benefits of emerging innovations.

II. CONCLUSION

Most businesses in India are still small-scale enterprises. India ranks 68th out of 137 nations, indicating a moderate performance, according to GEDI. India ranks 14th among the 28 nations in the Asia Pacific region, placing it in the middle of the pack. India excels in the category of product innovation, achieving a score that is comparable to the global leaders.

India's areas of weakness, in which it lags behind the global average, are start-up skills, networks and cultural support, technology absorption (which is notably the poorest), rapid growth, and the accessibility of risk financing. India should prioritize enhancing the skills required for entrepreneurship, such as providing training for staff, ensuring flexibility in the labor market to recruit individuals with the appropriate skills when needed, and raising the educational qualifications of entrepreneurs. These measures will contribute to a substantial improvement in India's GEDI index ranking.

The Indian government has instituted many initiatives and strategies to foster an environment conducive to innovation and entrepreneurship in the country. The Indian government promotes entrepreneurship through the Make in India programme, offering enterprises comprehensive assistance, including guidance, support, and resources, at every level of their development.

In recent decades, entrepreneurship in India has experienced a substantial surge, making the country a fertile environment for aspiring young entrepreneurs. Social entrepreneurship plays a prominent role in the field of entrepreneurship in India. Initiatives such as Teach for India and Tata Jagriti Yatra not only foster entrepreneurship

among young people but also provide them with practical experience. In India, a country plagued by significant poverty and unemployment rates, numerous individuals have chosen to proactively address these challenges, irrespective of government assistance, in order to strive for a more promising future. There is an increasing recognition that social enterprises have the potential to address and solve societal issues.

We must cultivate an environment that instills confidence in businesses, assuring them that they will not face any obstacles while developing business models that benefit the needy. In order to foster the development of entrepreneurship in India, the government has regularly implemented a variety of measures.

Indian policymakers are focusing on entrepreneurship. In order to promote the growth of the private sector, several significant initiatives have been implemented, most notably Make in India. For numerous analysts of policy, the role of entrepreneurship in development remains an enigma.

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