



# ENTREPRENEURSHIP

for Sustainable Development  
& Aatm Nirbhar Bharat

Zaibun Nisa  
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## **Entrepreneurship For Sustainable Development & Aatm Nirbhar Bharat**

By : Dr. Zaibun Nisa, Dr. Doa Naqvi, Prof. Ehtesham Ahmad

# Contents

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|  |            |
|--|------------|
| <i>Acknowledgement</i>   | <i>v</i>   |
| <i>Preface</i>   | <i>vii</i> |
| <b>1. Contribution of Women in Economic and Social Development in India Through Entrepreneurship</b> | <b>1</b>   |
| <i>Prof. Ehtesham Ahmad</i>  |            |
| <i>Mariya Binth Siraj</i>  |            |
| <b>2. Scope of Social Innovation For the Development of Jamtara</b>                                  | <b>18</b>  |
| <i>Ghanshyam Dos</i>   |            |
| <i>Dr. Doa Naqvi</i>   |            |
| <b>3. Aatmanirbhar Bharat</b>  | <b>47</b>  |
| <i>Dr. Anupama Tripathi</i>  |            |
| <b>4. Up Startup Policy 2020: A Road Map of Success</b>  | <b>57</b>  |
| <i>Dr. Vivek Kumar Tiwari</i>  |            |
| <b>5. A Study of Government Initiative to Boost Start-Ups Ecosystem in India: An Overview</b>        | <b>66</b>  |
| <i>Shivam Chaturvedi</i>   |            |
| <i>Dr. Neeraj Shukla</i>   |            |

6. **Role of MSMEs in the Sustainable Growth of Indian Economy Through Atma Nirbhar Bharat Scheme** 79  
*Mohammad Abu Saleh*  
*Dr. Zubair Ahmad*
7. **Aatm Nirbhar Bharat: An Assessment** 93  
*Anjuly Singh*  
*Dr. Neeraj Shukla*
8. **Exploring Social Security Supportive Norms and Related Concepts to Understand Entrepreneurial Intention** 99  
*Anubhav Tewari*
9. **Women Entrepreneurship in India** 115  
*Mrs. Pooja Bisht*
10. **The Impact of Rural Development Programmes to Growth Indian Economy** 131  
*Dr. Mohd Naseem Siddiqui*
11. **An Overview of Entrepreneurship Development in India** 147  
*Dr. Manish Kumar*
12. **Edupreneurship: The Revolution in India's Educational Sector** 162  
*Mr. Shadab Suhail*
13. **Entrepreneurship For Sustainable Development & Aatm Nirbhar Bharat** 170  
*Akansha Srivastava*
14. **Empowering Entrepreneurs: A Comprehensive Overview of Government Schemes and Programs For Entrepreneurship Development** 175  
*Dr. Zaibun Nisa*

14.

## **Empowering Entrepreneurs:**

A Comprehensive Overview of  
Government Schemes and  
Programs For Entrepreneurship  
Development

Dr. Zaibun Nisa\*

### Introduction

**E**ntrepreneurs are the 'movers and shakers' of the economy, and they contribute significantly to the economic and social growth of a country. Job creation, product and process innovation and invention are all examples of entrepreneurial contributions. Entrepreneurship is regarded as an effective and potential strategy to reduce challenges such as employability, particularly amongst the youth,

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because it is synonymous with self-employment<sup>[1]</sup>. Entrepreneurs are referred to as 'economic growth engines' in the business world<sup>[2]</sup>. If correctly utilised, they have the potential to make a large and positive contribution to the economic and social development of their country. Some of their major accomplishments include the creation of new job possibilities and the development of new goods and industrial processes<sup>[3]</sup>.

Within the field of entrepreneurship studies, it is debated whether the creation of new combinations requires the creation of a new organization or if it is also made possible through innovation in existing organization. William Gartner sees entrepreneurship as the study of the creation of organizations or so-called new venture creation. He conceives entrepreneurship as organizational emergence and hence shifts the focus from the individual entrepreneur to the more complex process of how organizations are created through the interplay of four perspectives: characteristics of the individuals who start the venture, the organization that they create, the environment surrounding the new venture, and the process by which the new venture is started. Historically, entrepreneurship has been reduced to characteristics of the entrepreneurs, trying to identify personality features and cognitive abilities to distinguish entrepreneurs from other people, such as managers. However, there is no empirical support that can identify such discriminating personality characteristics or cognitive styles. Gartner therefore suggests studying the behaviors and activities that lead to the creation of a new organization<sup>[4]</sup>. Shane and Venkataraman refocus entrepreneurship beyond the creation of new organizations as they emphasize opportunity recognition and exploitation and as they

leave it open whether opportunities are exploited through creating a new venture or through changing an existing organization. Entrepreneurship is seen as an activity that involves the discovery, evaluation, and exploitation of opportunities to introduce new goods, services, and ways of organizing, as well as new markets, processes, and raw materials through organizing efforts that previously had not existed. Simultaneously, the focus on individuals and their actions is reintroduced as entrepreneurship becomes explained through the nexus of enterprising individuals and valuable opportunities<sup>[4]</sup>. However, the meeting between entrepreneurial behaviour and organizational behaviour has not always been self-evident. Historically, scholars from organization studies have shown little interest in the process of entrepreneurship and new venture creation, as they focused mostly on mature organizations and cross-sectional designs. This prompted entrepreneurship scholars to claim that most theories of organization are not valid for the context of start-ups and that entrepreneurship needed its own theory of organization. More and more, it has become clear that understanding the entrepreneurial process is a quintessence for developing organizational concepts and for theorizing organizational processes<sup>[4]</sup>. Entrepreneurship has contributed considerably to the understanding of organizations with regard to how such central organizational notions as culture, structure, and strategy have been conceptualized. Both Andrew Pettigrew and Edgar Schein have studied entrepreneurial organizations to understand the creation of organizational cultures. Schein documented how the values and practices of entrepreneurs and their close collaborators became constitutive for the values and practices of the overall organizational culture,

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