

**भारत @ 75 वर्ष**  
**India @ 75 Years**



**75<sup>th</sup>**

**Editors :**  
**Dr. Shweta Bhardwaj**  
**Dr. Kranti Singh**  
**Dr. Jyoti**

**भारत @ 75**  
**INDIA @ 75**

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## CONTENTS

Sl. No.	Topic	Author	Page No.
1	An Analysis of Satisfaction Level towards Government Schemes on Entrepreneurial Development: With special reference to ODOF Programme of Uttar Pradesh	Dr. Zaibun Nisa, Prof. Ehtesham Ahmad & Ms. Afreen Fatima	09
2	The National Education Policy 2020: The Way of Future	Shashwat Kumar, Dr. Sangeeta Chauhan	26
3	Effect of Constructivist Approach in Education: An Analytical Review	Neelam Suman, Dr. Sangeeta Chauhan	31
4	Prospects & Challenges of Digital Transformation of Higher Education post COVID 19	Manjula Upadhyay, Neha Agarwal, Sunita Singh, Chandan Maurya, Vimala Bind	36
5	Impact of Technology on Family: A Sociological Study	Dr. Saher Hussain	48
6	Floral and Faunal Diversity In State Uttar Pradesh, India	Dr. Jitendra Kumar, Prof. Amita Kanaujia	53
7	ECO-Tourism In India	Tabassum Khan	67
8	Implications of Artificial Intelligence in field of Nanotechnology	Dr. Akhilesh Kumar	81
9	Impact of Nano-fertilizer on fertility of the soils to enhance the quality of crops	R.R. Awasthi & Manjula Upadhyay	93
10	A Study on the Enrollment Trend of Women Learners in Selected Programs at IGNOU Regional Centre, Bangalore	Dr. Kasturi S Pesala	98
11	Digital Transformation In Higher Education-Issues and Challenges	Dr. Richa Pandey, Asst.Prof. Botany	117
12	Evaluation of coal fly ash leachate on fish behaviour	Dr. Rekha Rani & Umesh Prasad Tripathy	123
13	IGNOU: Towards Virtualization from Distance Education to Digital Education	Dr. Manorama Singh & Dr. Anamika Sinha	138
14	सतत विकास एवं जलवायु परिवर्तन - चुनैतियाँ, संभावनाएं और समाधान	डॉ० मीना कुमारी	155

15.	मौलाना अबुल कलाम आज़ाद का देश की स्वतंत्रता में योगदान	डॉ० (सूफी) शकील अहमद	162
16.	नेताजी सुभाष चन्द्र बोस का राष्ट्रवाद	डॉ० मोहम्मद इमरान खाँ	163
17.	राष्ट्रीय शिक्षा नीति 2020 के मूलभूत सिद्धान्त	डॉ० अल्का द्विवेदी	174
18.	सिस्टर निवेदिता के शैक्षिक विचारों का नयी शिक्षा नीति 2020 के सन्दर्भ में अध्ययन	राजेन्द्र सिंह	175
19.	समकालीन हिंदी कविता में उदय प्रकाश का योगदान	निशा मिश्रा	185
20.	नवजात शिशु के स्वास्थ्य; पर पर्यावरणीय; प्रदूषण का प्रभाव : बाराबंकी जिले के विशेष सन्दर्भ में एक समाजशास्त्रीय अध्ययन	अंकिता रस्तोगी	195



# **An Analysis of Satisfaction Level towards Government Schemes on Entrepreneurial Development: With special reference to ODOP Programme of Uttar Pradesh**

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## **Introduction:**

Entrepreneurship Development is a means for generation of employment and registering growth in the economy. A sustainable approach helps entrepreneurs to bring about innovation, and transit thereby creating a new system. The process of entrepreneurship development contributes to helping new firms and enterprises in achievement of their goals, enhance business activities and upscale the nation's economy. Another essential objective of this process is to build capacities for the management and development of business ventures while keeping the related risks in mind. In other words, the process of entrepreneurship development is all about providing necessary support to entrepreneurs in advancement of their skills with the help of training and coaching. This improves their judgments and helps them make considered decisions for all activities of their business.

India being one of the World's largest economies is poised for rapid growth in future. It has in the past decades made huge gains in both

the economic and social fields and there exists great potential for increase in productivity by shifting priority of its youth from being job seekers to job providers. As a Country that is fast progressing in all spheres of development, there is a need to focus on the crucial areas of entrepreneurship, employment, and growth.

### **Literature Review:**

Entrepreneurship development has been recognised by the Government and policy makers as a tool for local, regional and economic development since last few decades. Entrepreneurship development is also regarded as tool for human resource development that increases employment opportunities and means of combating social evils. Earlier attempts were made to develop successful entrepreneurship by providing start-up funding or by supporting successful entrepreneurs and helping individual having such traits [1].

Lately entrepreneurship is regarded as a learned skill as other skills [2]. While early business incubation strategies involved helping entrepreneurs develop a business plan and secure initial funding, over the past decade, there has been a growing awareness that successful entrepreneurship is more complicated than simply having access to capital and a plan to follow [3]. A successful entrepreneur is a person who generates individual and community wealth by developing a business asset and can do this repeatedly under a variety of circumstances. This definition further "requires that an entrepreneur consistently overcome the obstacles faced in obtaining and using the resources required to start, grow, and sustain a business." Starting, growing and sustaining represent three different activities which may require different abilities. This begs the question, what is the source of this ability? Most of the work in this area of study has focused on agency – what must the entrepreneur be, what must he/she do, how must he/she think, and

what must he/she know? Describe this as an evolution of thought, moving from attributes or traits theory to behavioural theory to cognitive theory and, most recently, to skills theory [4].

Original thinking about entrepreneur success focused on the identification of an individual's innate characteristics that positioned them to effectively pursue their craft [5]. In other words, according to this view some people are 'born entrepreneurs' and others simply are not. These scholars argued that successful entrepreneurs were naturally willing to take risks, prone to pursuing achievement, exceptionally creative, highly flexible, or desirous of control. This theory has had a powerful effect on how we think about entrepreneurship, arguably placing an overemphasis on the role of agency (relative to context) and influencing the exceptionalism that still colours perceptions of the field i.e. the only true entrepreneurs run high-growth, venture capital-backed companies [6]. Yet, attributes theory has been strongly challenged by studies showing that many of these identified innate attributes are equally present in the general population and that no one trait can be ascribed to the entire population of entrepreneurs [7].

The next step in thinking about entrepreneurial success has been cognitive theory, which suggests that understanding how entrepreneurs process information holds the key to knowing what works and what does not [8]. Has explored the importance of self-efficacy, feedback, experience, and perception bias, among other contributors to successful entrepreneurship. Their combined work opened the door for consideration of the fact that learning and development is part of the entrepreneurial process.

This latter recognition that entrepreneurship could be developed has led to an interest in how entrepreneurs learn to apply acquired knowledge to their practice and how these skills can be taught. This concept has contributed to the development of theory of entrepreneurship. Attributes, Behavioural and cognitive theories



have furnished insight into what is important in entrepreneurship, but their contributions only bring us to the action point [9].

*'India is a country abundant in natural resources. Labour is plenty and skilled Labour is easily available given the tall rates of unemployment among the educated class of the country'* [10].

The contribution of entrepreneurship to economic growth and to the development of an economy is widely discussed and accepted. However, empirical studies indicate mixed results regarding the role of entrepreneurship in economic growth due to the variety of types of entrepreneurs, but also to the characteristics of the macroeconomic environment in which economic growth occurs. The economic destiny of nations is defined by the entrepreneurs by creating wealth and job opportunities, offering products and services and generating revenues for government because of which entrepreneurship has closely been linked to economic growth of a country. Entrepreneurs convert ideas into economic opportunities through innovations which are considered to be major source of competitiveness in an increasingly globalizing world economy.

Hence, most governments across the globe struggle to amplify the supply of competent and globally competitive entrepreneurs across the respective countries. *'Entrepreneurial development is described as a systematic and an assembled development of a person in a journey to an entrepreneur'* [11].

The development of an entrepreneur refers to inculcate the entrepreneurial skills into a common person along with providing the knowledge required and developing the technical, financial, marketing and managerial skills, and building the entrepreneurial frame of mind. With Asia developing as the outsourcing hub of the world, India is becoming the preferred manufacturing destination of most investors across the world. Make in India is a great effort of the Indian government to tackle this demand and uplift the Indian

economy. The Indian economy has been witnessing positive sentiments during the past few years.

## **Global Scenario of Entrepreneurship Development**

Researchers across many disciplines agree that entrepreneurship is an important determinant for growth and development. New ventures around the world are started every day. Entrepreneurs have an opportunity to interact with the global world more than ever before.

The government of several countries view entrepreneurship as the bedrock of industrialisation of their economy and thus encourage entrepreneurship. However, it was suggested that focus should be on the start-up with good growth potential instead of subsidizing the establishment of the generic business [13].

The entrepreneurship has positive and significant relationship with economic growth [14]. SMEs having a big share in industrial firms, the number of small firms decline because many small firms expand and become medium size. When the economy is slow the employment share of small firms tends to rise because of less employment opportunities in larger firms or even brain off [15]. There is a need to encourage public - private coordination in SME policy formulation and implementation and even identified some problematic issues in the promotion law that needed to be sort out [16]. E-commerce adoption of a small, medium enterprise does not impact much on export while both exporter and non-exporter understood the importance of e-commerce still the adoption for E-Commerce has not increased [17].

According to GEDI, India is ranked 68th out of 137 countries, a “middling” performance. As per the Asia Pacific region, India is again in the middle position, 14th out of 28 countries. The leading regional players are Australia, Hong Kong and Taiwan at first, second and third positions respectively. It is noteworthy that India

falls below China (9th) and more established regional economies such as Korea (4th) and Japan (6th) in the region [18].

A survey has found that in India fifty two percent of the workforce is self-employed, thirty percent as casual workers and about eighteen percent have regular jobs [21]. 11% of adult population in India is occupied in "early-stage entrepreneurial activities", and only five per cent of the country's people go on to establish their own business [22].

In its seventh decade of independence, India is standing on the cusp of major change, which can be summed up in one line: Entrepreneurship in India.

### **Government Initiatives to Boost the Growth of MSME Sector**

The MSME sector is of vital importance as it the biggest employment generator in the country. Under the Make in India programme the Central Government announced that more Foreign Direct Investment will be allowed in this sector. As a part of stimulus package during Covid-19 times the Finance Minister Nirmala Sitharaman made announcement of schemes to support this sector in the month of May 2020. The Centre also announced various other measures to mitigate suffering by businesses during the pandemic.

### **Re-defining MSMEs:**

The definition of MSME's has been enlarged by the Centre. Any enterprise with investment up-to Rs 1 crore and turnover of up-to Rs 5 crore, with investment of up-to Rs 10 crore and turnover of up-to Rs 50 crore and those with investment up-to Rs 20 crore and turnover of Rs 100 crore are defined as Micro, Small and Medium units respectively. These qualifications will serve the interest of both the manufacturing and service MSME's.

### **Atmanirbhar Bharat Package for MSMEs**

In an effort to confront the COVID's dead weight on the

economy. Prime Minister Narendra Modi announced the Atmanirbhar Bharat package for making India “a bigger and more important part of the global economy”, pursuing policies that are efficient, competitive and resilient. The most common problems faced by MSMEs were absence of needed and timely credit; credit availability at high cost and that too with collateral; less equity funding and problem related to supply to departments of the Government.

## **Government Schemes for MSMEs**

### **Scheme 1: Prime Minister Employment Generation Programme and Other Credit Support Schemes-**

- **Prime Minister Employment Generation Programme (PMEGP)**

PMEGP scheme operates in both rural and urban areas enabling setting up of new self-employment projects. PMEGP aims to create employment opportunities in the country. Khadi and Village Industries Commission (KVIC) manages this MSME scheme at the national level whereas at State level this is implemented by State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs), District Industries Centres (DICs). The banks both at state and district level help in the scheme implementation.

- **Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTMSE)**

The Credit Guarantee Trust Fund for Micro and Small Enterprises (CGTMSE) is jointly implemented by the Ministry of MSME and SIDBI. This is a Credit Guarantee Scheme for MSEs where the corpus of the fund is contributed by the Government of India and SIDBI.

- **Credit Linked Capital Subsidy for Technology**

## **Upgradation (CLCSS)**

CLCSS is a scheme to facilitate transfer of technology to MSEs through institutional finance. It provides for induction of well-established technologies in the specific and approved 51 sub-sector/products. Upgradation projects (with or without expansion) and new projects both are eligible to be considered for benefit under the scheme.

## **Scheme 2: Development of Khadi, Village and Coir Industries**

### **● Market Promotion & Development Scheme (MPDA)**

This MSME scheme is an amalgamation of different MSME schemes implemented by the Khadi sector including publicity, marketing, market promotion and marketing development assistance.

### **● Revamped Scheme of Fund for Regeneration of Traditional Industries (SFURTI)**

The main objectives of the SFURTI scheme is to organise traditional industries, provide sustained employment, enhance marketability, equip traditional artisans and further boost the governance cluster systems.

- Coir Vikas Yojana (CVY)
- Coir Industry Technology Upgradation Scheme (CITUS)  
Science and Technology (S&T) for Coir
- Skill Upgradation & Mahila Coir Yojana (MCY)
- Export Market Promotion (EMP)
- Domestic Market Promotion Scheme (DMP)
- Trade and Industry Related Functional Support Services (TIRFSS)

- Welfare Measures (Pradhan Mantri Suraksha Bima Yojana (PMSBY))

CVY aims to promote skill development of artisans for modernization, upgradation and establishment of new units under Coir Industry Technology Upgradation Scheme (CITUS) and further promotion of the domestic as well as export market.

### **Scheme 3: Technology Upgradation and Quality Certification**

- **Financial Support to MSMEs in ZED Certification Scheme**

The scheme aims at supporting & promoting the Make in India initiative, achieving Zero Defect & Zero Effect practices in manufacturing processes and ensure continuous improvement.

- **A Scheme for Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE)**

This MSME scheme aims to create new jobs and reduce unemployment, promote entrepreneurship culture in India, boost economic development, facilitate innovative business solution for un-met social needs, and promote innovation to further strengthen the competitiveness of the MSME sector.

### **National Manufacturing Competitiveness Programme (NMCP)**

- Credit Linked Capital Subsidy for Technology Upgradation
- Marketing Support/Assistance to MSMEs (Bar Code)
- Lean Manufacturing Competitiveness for MSMEs
- Design Clinic for Design Expertise to MSMEs
- Technology and Quality Upgradation Support to MSMEs
- Entrepreneurial and Managerial Development of SMEs

through Incubators

- Enabling Manufacturing Sector to be Competitive through QMS&QTT
- Building Awareness on Intellectual Property Rights (IPR)

#### **Scheme 4: Marketing Promotion Schemes**

- **International Cooperation**

This MSME scheme covers activities such as visiting of MSME delegations to other countries for exploring new areas of technology infusion/upgradation, participating in international exhibitions, trade fairs and buyer-seller meets in foreign countries

- **Marketing Assistance Scheme**

This MSME scheme provides assistance for the activities such as organising exhibitions abroad and participating in international exhibitions/ trade fairs, organising buyer-seller meets, intensive campaigns and other marketing promotion activities

- **Procurement and Marketing Support Scheme (P&MS)**

The development of local markets and opening of new markets is the aim of Procurement and Marketing Support Scheme (P&MS). Further to encourage facilitation of market linkages for implementing the Public Procurement Policy for MSEs and providing education to MSME's on new business development is also the objective of the scheme.

#### **Scheme 5: Entrepreneurship and Skill Development Programme**

- **Entrepreneurship Skill Development Programme (ESDP)**

The Entrepreneurship Skill Development Programme (ESDP) has the aim of nurturing the talented young to set up new business by organising Entrepreneurship Development Programmes regularly in

order to build capacities on aspects of industrial activities and ventures.

- **Assistance to Training Institutions (ATI)**

The Assistance to Training Institutions (ATI) scheme for MSME's is aimed creating infrastructure for entrepreneurship and skill development training/ capacity building programmes by providing capital grant to the institutions registered for training at national level operating under the Ministry of MSME

**Scheme 6: Infrastructure Development Programme**

- **Micro & Small Enterprises Cluster Development (MSE-CDP)**

The MSE-CDP scheme for MSME's aims at building of Common Facility Centres (CFCs) by providing financial support as centres for testing, training as well as other Research & Development activities in order for creation/ upgradation of infrastructural facilities (IDs) in the new/ existing industrial areas/ clusters of MSE's

**Scheme 7: Scheme of Surveys, Studies and Policy Research**

Ministry of MSME initiated the scheme of Surveys, Studies, and Policy Research to maintain records over the existing and upcoming MSMEs.

**Scheme 8: National SC-ST-Hub**

The Hub supports existing SC/ST entrepreneurs and enterprises in technological upgradation and capacity building thereby enabling them to effectively participate in government procurement process.

**Scheme 9: Scheme of Information, Education and Communication:** the ministry of MSME endeavours to provide opportunities for employment. Further, they strive to promote the relevance of skill up gradation to both the existing and new



developing CFCs at each district of Uttar Pradesh. CFCs aim to address common issues of the ODOP artisans/units including design issues, raw material issues, packaging issues, among others. Under the scheme, the state government provides financial assistance of 90 per cent (maximum Rs 13.5 crore) of the project cost, as a grant. Till now, 22 CFC proposals are provided in-principal approval by the state. Among these, 15 proposals are at implementation stage and another seven proposals are at DPR appraisal stage.

**Market Development Assistance Scheme:** This scheme aims at promoting the participation of ODOP artisans/units in local, national, and international melas/exhibitions by offering lodging, travel and stall fee reimbursement. Additionally, the scheme provides financial assistance to ODOP artisans/units for onboarding to e-commerce platforms. The department has shortlisted over 450 national and international exhibitions/meals wherein ODOP artisans/ units can participate and claim assistance, under the scheme. Further, over 20,000 ODOP products are being sold across various e-commerce platforms.

With its effective implementation and strong collaborations, the ODOP has unlocked many achievements. Other achievements of ODOP programme include:

Exports of the State has increased by 35 per cent from nearly 88,967 crores in 2017-18 to 1,20,356 crores in 2019-20 since the start of ODOP programme.

15 ODOP products have been awarded GI tag; 10 new ODOP products are under consideration.

Nine ODOP summits conducted; 75 ODOP Udyam Samagams conducted – one across each district of UP, showcased ODOP products at Surajkund, Delhi Haat and Statue of Unity.

ODOP e-commerce – odopmart.com – portal launched. Over

20,000 ODOP products are being sold across e-commerce platform.

Dovetailing of ODOP programme with other schemes of GoUP and Gol – Vishwakarma Shram Samman Yojana (VSSY), Pradhan Mantri Mudra Yojana (PMMY), PM's Employment Generation Programme (PMEGP) and National Rural Livelihood Mission (NRLM), among others.

The MSME sector being the driving engine of economy plays an important role the economic development of Uttar Pradesh. It generates employment opportunity to the vast population and act as a measure for poverty eradication. It also plays a significant role in the state's GDP. The state's rich cultural diversity and uniqueness contributes to the high potential of its MSME sector.

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