

# Introspection of rural, urban and semi urban young entrepreneurs in the context of India and bird view of global scenario

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**Abstract:** Entrepreneur is the person who set up the business or businesses he /she will be ready to get hold of financial risk, in the anticipation of getting profit India has a long heritage of entrepreneurship, native of using technology. Many Indian entrepreneurs come from hard working and humble beginning with inheritance of family business like pottery carpentry, handicrafts and weaving etc. India requires young entrepreneur to enhance the GDP level and to counter the economic growth. They are tuned to take up entrepreneurship. They lack of motivation and parental support. Bygone days to the era of ultra modern world the youth do not want to take up risk. The main objective of the researcher is to make an attempt to transfer India from developing country to the developed country. Mission “Swabhiman India” more or less same Indian scenario exists in most of the developing country’s baring by developed courtiers

**Keywords-** Urban, rural, Semi urban, women entrepreneur, economic development

## INTRODUCTION

“Entrepreneur” is derived from the French word “Entreprendre” which means “To undertake”. Rural Entrepreneur are those who establish Entrepreneurial activities and Industrial and business units within the rural. Entrepreneurship will rise with in the village level. They can venture business like industry, agriculture. The main objective of an entrepreneur is economic development. Rural Entrepreneurship are classified like, individual, group, cluster formation, cooperative Entrepreneurship. Urban Entrepreneur can thrive only based on this creativity, innovation and business tactics. Opportunities are galore in urban areas. Semi urban areas are not thickly populated hence it is very suitable for young Entrepreneurs setup starts-ups, Global entrepreneur must have hands on experience in national and regional levels to venture into cross borders. Global business levies on heavy capital expenditure, imports, exports and global knowledge of the markets and also varied customers which can be obtained by the market researchers. In global scenario, the entrepreneurship plays a critical role in rural economic development such as improvement in the standard of living, creation of employment opportunities, alleviation of poverty, utilization of local resources and reduction of rural urban migration.

## 2. METHODS AND METHODOLOGY

The data required for this study is collected from both primary and secondary data sources.

Primary data: is collected by 100 young educated with close ended questionnaire.

Secondary data: The secondary data is collected from various sources like journals, magazines and websites and MSME reports

Sample size: 100 respondents

Surveying technique is used for surveying the young entrepreneur which revealed that they have lot of idea which has to be nurtured to make it working idea of starting their own business, they should be given idea about their problem and also working ethics to solve that problem to make it a successful venture.

## 3. RESULTS AND DISCUSSION

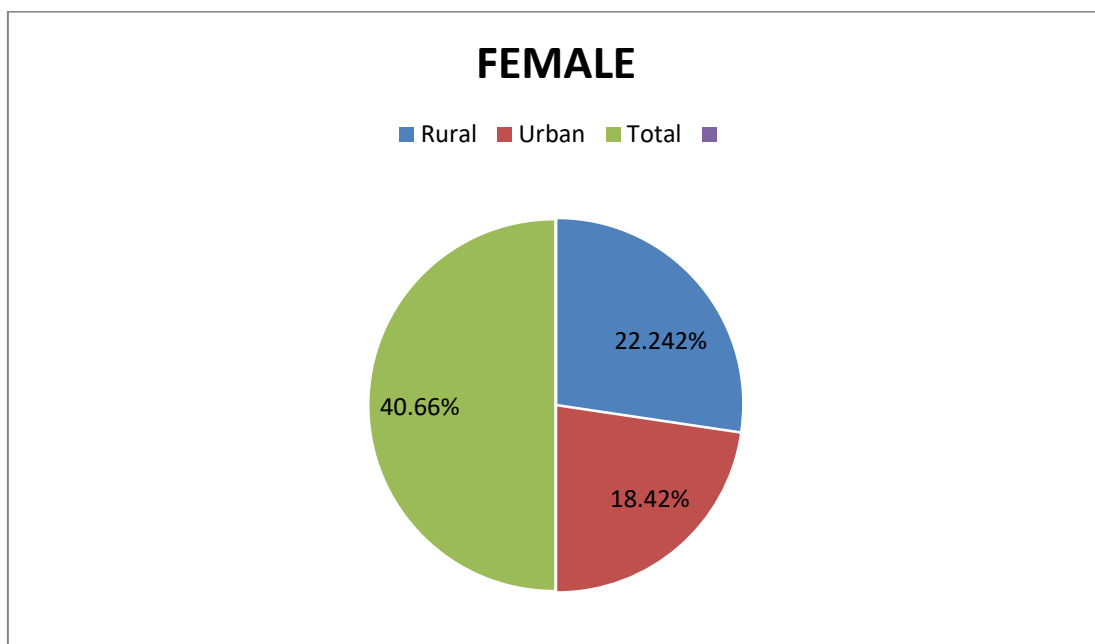
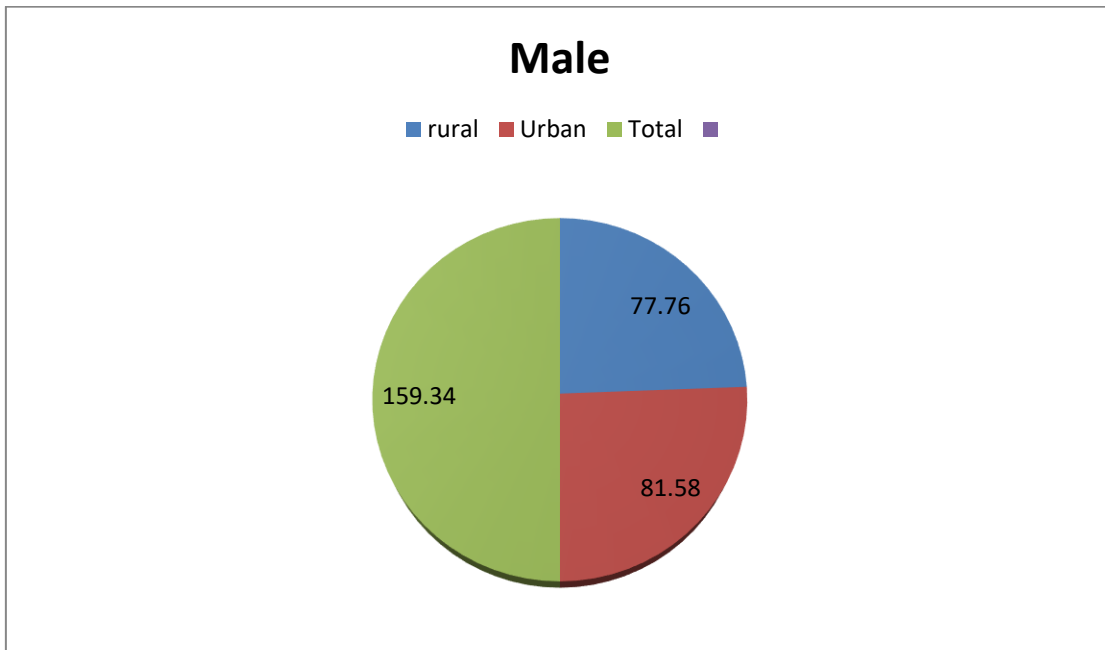
Our Hon Prime Minister Modi announced the government schemes to ensure that startup in India - can see the light of the day by various beneficial schemes viz. MGS: Multiplier Gants Scheme for its research and development of entrepreneur. Credit guarantee scheme for micro and small entrepreneur. Raw material assistance , Modified special incentive package scheme (M-SIPS). Small former agricultural business Consortium (SFAC), Atal Incubation center

(AIC). Karnataka State also encourage young entrepreneur by providing scheme like Rajiv Gandhi Entrepreneurship Encouragement scheme (RGEES)

**Analysis and interpretation** - Statistical tool percentage analysis

3.1 Distribution of Entrepreneurship in rural and urban total Gender representation

Section	Male	female	All
Rural	77.76	22.24	100
Urban	81.58	18.42	100
Total	159.34	40.66	200



**Figure1.1 PIE CHART REPRESENTATION**

## RESULTS AND DISCUSSION

Males are largely dominated compared to female for which various reasons can be attributed

1. Gender discrimination
2. Male dominance
3. Sexual harassment
4. Family - work life- Balancing Problem
5. Married women will have family problems, looking after children & Balancing work life.

### 1.2 Estimated Employment In MSME 19-20.

Brand Activity Category	Employment (in Lakh)			Share (%)
	Rural	Urban	Total	
Manufacturing	186.56	173.86	360.41	32
Electricity*	0.06	0.02	0.07	0
Trade	160.64	226.54	387.18	35
Other Services	150.53	211.69	362.22	33
All	497.78	612.10	1109.89	100

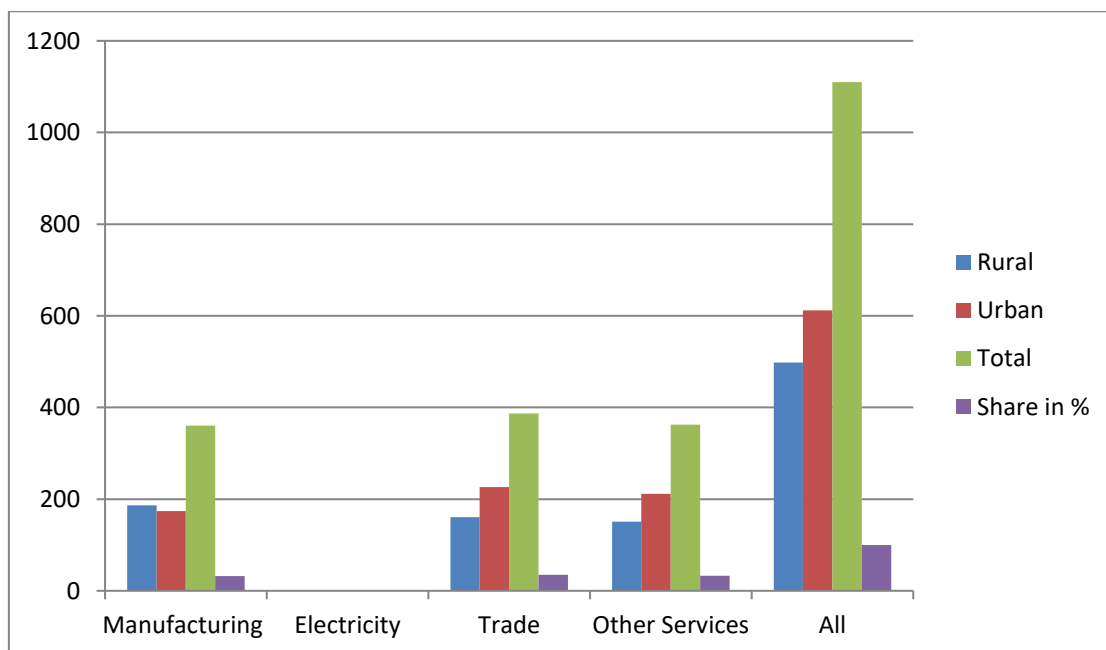


FIGURE 1.2

### CONCLUSION:

The above table represents four sectors that is manufacturing, electricity, trade, other services

In the above four sectors,

1. Manufacturing sectors are less in Urban regions (173.86 Lakh) and more in Rural Regions (186.56 Lakh), the reason is we get more place for new sectors in Rural than Urban regions.



2. Electricity sectors – In Urban (0.06 Lakhs) consumption of electricity is more comparing with Rural (0.02 Lakhs).
3. Trade – In Urban regions, we have the concept of malls, communication centers, huge population, so we have excellent trade. In rural regions, trade is less.
4. Others - Lack of Infrastructure facilities

**Final Conclusion**

The researcher has drawn the conclusion that any developing country can improve by leaps and bounds, if its youth plunges into active entrepreneurship innovativeness, creativeness and throw light on the unexplorable treasure house of enterprises. Youth can be benefited effectively to sustain their livelihood and will also be helpful towards the “Swabhiman India” or “Globalized self entrepreneurship skills” by and large it is the effort of Hon Prime minister Efforts of schemes, incentives, seed capital which helps towards self- sustained countries & global mark of self sustainability.

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