



# Young Entrepreneurs Flourishing In a Promising Environment: A Study In Reference to Contemporary Business Startups and Global Investing Practices

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**Abstract:** Entrepreneurship is a mindset of a person who wants to do things differently in a new fashion, he is the person who want to achieve a great heights, wants to innovate and be creative. In today's contemporary scenario young generation of India want to be entrepreneur not a job seeker. There are many examples when graduates from IIT / IIMs refused to do job and started their own venture. They find the gaps in demand and supply, analyze requirement and tries to fulfill them. They are different from traditional businessman they are ambitious, risk takers having high desires of achievements that motivates them to get their goals. In this paper the author is going to highlight all the stakeholders of entrepreneurship, environment, government policies growth and opportunities of contemporary Indian market where the budding entrepreneurs are making their way.

**Keywords:** entrepreneurs, entrepreneurship, contemporary scenario, budding entrepreneurs, emerging environment.

## I. INTRODUCTION

In contemporary scenario, India is compared to the rest of the world it has all the ingredients for making a favorable environment for a budding entrepreneur. First of all India is a worlds market hub, many MNCs and other companies are targeting Indian market to provide goods and services. There are many opportunities for the young generation to implement their ideas into a successful business model. There are many examples of success stories a person with entrepreneurial mindset never stops thinking and innovating things. In early days people do not trust on a new startups they prefer traditional business or doing a "job". Parents also do not allow their kids to experiment new things, our education system from last many years are producing graduates who are fit for the jobs, as the times changes the new generation are refusing lucrative job offers from many reputed institutes and setting an example of being successful entrepreneur. India has its traditional business pattern of buying the goods by touching, looking and feeling them as it is a success for many reasons like there is no ford, customer is satisfied what he is purchasing, there is a good

scope of negotiating and bargaining, customer took the advantage of competition and price war, but it has one thing it is a very time consuming option. As the scenario changes people have shifted towards technology driven things and due to shortage of time and offers people like to buy online, via websites and smartphones. Here comes the topic of interest who are the people, who are providing the facilities to buy or sell goods online, they are entrepreneur. An entrepreneur looks into the gaps in existing business model or provide a new and innovative way of doing the things. In the case of online purchasing it's the purchasing of the goods, but in a different manner through online web portal, making online payments with option of CoD [Cash on Delivery], competitive prices and discount offers and home delivery. In this case we have an example of Indian entrepreneur Flipkart, Snapdeal and from rest of the world Amazon.

## II. NEED OF ENTREPRENEURSHIP

"Need" is the root cause of any new thing or invention, the need of moving faster than walking man created wheels, the need of flying like a bird man created flying machines so on man created or invented everything is based on the need. The need of entrepreneurship is there because every time there is demand for new by the people. As the time changes the need of the people changes and to fulfill this gap someone has to come forward to fulfill the gap and that someone is entrepreneur. An entrepreneur is a person who thinks ahead of time or finds the gap in between regular services or goods which are in the market. There is always a need of improvement in goods and services offered to the market by the manufacturer, to understand the need and try to fulfill the gap in a better way is required from an entrepreneur.

The need of entrepreneurship is todays emerging environment is very acute and this is going on in a very rapid pace, if we look at the statistics of new startup ventures and people who are supporting them financially is very high in comparison to earlier time to name a few peepertap, flipkart, snapdeal, redbus etc.



### III. DIFFERENCE BETWEEN A BUSINESSMEN AND ENTREPRENEUR

An entrepreneur is someone who tries to launch new products in existing or new markets. This individual thrives in the face of uncertainty, lack of data and embraces risk & creative problem solving. The biggest goal is to conquer new territory that was deemed hard to own or was previously unknown.

A businessman is someone who can **efficiently connect buyers with products** and find innovative ways to **maximize the value** for his investors as well as the customers. This person may not always create the products but provides value by profitably marketing these to customers.

Also, entrepreneurs usually have the drive and mandate to place risky bets. Businessmen have to defend the value of their enterprise and seek ways to responsibly grow the business by sometimes taking calculated risks [1].

Businessman	Entrepreneur
1. Starts a business from an existing idea or concept	Starts a business from his own unique idea or concept
2. Has many business rivals	His business rival is himself
3. Focuses on competition	Focuses on cooperation
4. Is always busy on his business "busy-ness"	Is only busy in preparing his new enterprise
5. Don't have enough time for his family and personal life	Have a lot of time for his family and personal life
6. His business gives him a living	He gives life to his business
7. Traditional	Innovative and revolutionary
8. Stays safe	Risk taker and accountable
9. Worried	Excited
10. Profit oriented	People (i.e., employee, customer, public) oriented
11. Has an active income or profit	Has a passive income or profit
12. Hire people to increase business productivity	Hire people to give them productivity
13. A market player	A market leader
14. Has not yet achieved financial freedom	Has achieved financial freedom
15. Only gives importance to a part of the business world (atomistic)	Gives importance to the business world as a whole (holistic)

Table:1 Showing Difference between Businessman and Entrepreneur

From the comparisons above, we can learn that entrepreneurship is not an easy feat compare to merely doing business. We can also realize that an entrepreneur is a business person who has evolved into a more complete person – one that is not simply a business person but a real human being. Being a businessman is good. Being profit oriented, market player,

business competitor, traditional, busy and active income earner is not bad since all business owners have been on those stages [2].

### IV. FAMILY BUSINESS AND ENTREPRENEUR

An entrepreneur starts a new venture and turns into a business the entrepreneur looks into the gaps where the need of doing innovation and creativity is there for example PepperTap - Online Grocery store is a new thing for customer although it is selling grocery of daily use but it is available online through website and smartphones through "click" and "tap" thing there is a mobile app through which a person can order whatever grocery he wants from the store just like old traditional system of purchasing grocery. Here the new idea is through online and smartphone, you do not have to move out for purchasing and it is available on the selected time slot. A few taps on the phone and within 2 hours, or at your chosen time slot, you will see the products knocking at your door! At PepperTap they promise you the fastest possible professional delivery, maybe the same amount of time it would take you to do it yourself. So dump those long grocery shopping list and trips to local stores and order them on the go. This brings out a peace in mind that you are free from shopping and parking your vehicle in the market. This is just one example for making the things easier for customer, the entrepreneur has the eyes to see the gap and opportunity to grab that gap.

Family business, is like traditional old business kind of thing in which family members are involve in doing business whether it is a new startup or adding family members into already running business. There is development of business through the support of the family members, informal environment and unconditional love and support succession of another member is caused due to the result of a death or divorce of family member. There are many family business are going on from last many decade in India and other part of the world like TATA, Birla etc.

### V. RELATIONS BETWEEN ENTREPRENEURSHIP AND FAMILY BUSINESS

If we take look at the dynamics of an entrepreneur's career from entry to exit, then there are several points along the career path where the entrepreneur's family membership and family relationships have conjunctions where the relations in between family members affected there are some point that intersects like, involvement of family in the entrepreneur's start-up activities such as their support in terms of finance etc., employing family members in the entrepreneurial firm like making elder person on higher rank and the involvement of family members in ownership, decision making and management succession. All this kind of things can be seen in the family business platform.



## VI. LOOKING INTO GAPS

All of the entrepreneurial activity revolves around the main point “looking into the gaps” of goods and services that is being provided by current product manufacturers and service providers. An entrepreneur keenly looks into the gaps where there is a scope of doing a new thing or make the existing process better, for the public. All kinds of business are done for the masses, product manufacturing, aftersales services etc. are meant for public who avails the facility or product from the company. Other than this an entrepreneur looks into to provide a new service or product which is not in the market through innovation and creativity by using latest technology. The smart way of doing business or creating a new venture by applying new idea or creative doing the old process. For example retailing is a old traditional business platform from last many decades as the time changes the need of the public also changes to keep this in the eye what is the requirement of new generation, the time they have and other market hurdles like competition, cut throat prices, increase in income source, there could be n numbers of reasons for looking into the gaps in the current structure of business process. For example, the origin of new startups like Flipkart, SnapDeal, Amazon etc. this is the reason they identified the gap what the customer wants variety of products, price range and discount offers with easy payment options with home delivery, they are providing all of them through their online stores which was not available earlier in the traditional market practices. The young generation who has money power with more dispensable income mostly they are falling into double income group where husband and wife both are earning members apart from the financial point there are some basic problems are also there like lack of time and other problems, they usually prefers hassle free purchasing more. There is an another venture named PayTm who provides online wallet from this wallet you can pay your mobile bills, electricity bills, book tickets even make purchasing of goods can be done, this is also an example of looking into the gaps in traditional business practices.

## VII. IDEA, INNOVATION AND CREATIVITY

Idea, Innovation and Creativity these are interlinked to each other all of these came into the picture when there is a “need” of something or there is something that can be done to make the current process more better. Idea is a thought or suggestion that leads a person to a possible course of action and that action leads into a business preposition. The idea is generated in the mind of the person, where there is no pen or paper or formal structure boundaries. Ideas are imaginary without limitation of cost or money it could be the result of some event like “dropping an apple from the tree” gives Newton to think about idea of gravity. An Idea is a thought or collection of the same that is generated in some person’s mind with a spark unintentionally or some ideas are cultivated form the scratch through discussions and brainstorming sessions.

Innovation is the stage where the process is already running and there is a need to improve the existing process, Innovation is adding something new to an existing product or process. Here the point to ponder are adding and existing like adding something extra that will generate more value to the existing process or product. All innovation begins with creative ideas creativity is the starting point for innovation. In short innovation is there where a product or process is already in existence, innovation is deeply related to be creative and make product or process more creative. Innovation is the process that combines ideas and knowledge into new value.

Creativity is however necessary but not sufficient condition for innovation. Innovation is the implantation of creative inspiration. Understanding business needs, new technologies, shifts in customer needs, industry trends, or competitor actions and many more reasons to present your product or services in a creative way. Creative way of introducing new products and services, entering untapped markets, or initiating innovative technologies or production processes, you are constantly thinking of novel ways to propel your business forward. Bringing up the creative way of trading goods and services to the emerging market needs of people new entrepreneurs are making the goods available online through Internet many online websites are selling goods and services in a new way rather than old way of doing business though brick and mortar way. People avail different choices, bestselling prices and lucrative offers along with cash on delivery options. Creativity is a tool in the hand of entrepreneur that helps him to penetrate the market and lowering down the competition from others, by the time others replicate the same he does something else, like providing the same through some other channel like through mobile devices.

## IX. ROLE OF EDUCATION INSTITUTES

Education institutions intake raw material and returns the finished goods in terms of a graduate Engineering, Doctor or a Management graduate etc. there is a tremendous growth of education sector in India and this sector has become most promising and profitable sector, maximum students and their parents thinks of a job with good salary and position in Government or corporate sector, a very few of them go for entrepreneurship by choice. This becomes a debatable topic that education is really necessary for entrepreneurship there are many established examples of successful entrepreneur who have not completed their studies like Mark Zuckerberg – Facebook, Henry Ford (Ford) Net Worth \$199 Billion – Dropped out at 16, Bill Gates (Microsoft), Net Worth \$78.8 Billion – Dropped out at 19, Michael Dell (Dell) Net Worth \$21.8 Billion – Dropped out at 19, Larry Page (Google) Net Worth \$29.1 Billion – Dropped out at 21 etc. and many [3].

To counter this there are many examples who are from reputed institutions like IIT, IIMs they left the good job offerings from corporates or after completing their education they have gone for entrepreneurship by choice. To support this we have some



examples like TaxiforSure - Radhakrishna and Raghunandan G, both IIM-Ahmedabad graduates, launched Taxiforsure in 2011. RedBus - Phanindra Sama was 25 when he founded the pioneering venture together with his BITS Pilani batchmates Charan Padmaraju and Sudhakar Pasupunuri. TravelTriangle - two childhood buddies who graduate from the Indian Institute of Technology and turn their backs on corporate careers to launch a venture of their own. TravelTriangle, an online travel services company launched by Sankalp Agrawal and Sanchit Garg is clocking revenues in crores. Snapdeal - At 25, Wharton graduate Kunal Bahl quit his cushy Microsoft job based in Seattle and even convinced his IIT Delhi alumni Rohit Bansal to take a leap of faith in 2007 [4].

If we talk about emerging environment, India is turning into World's market for products and services many global investors are investing millions of dollars for startup companies. Raising funds is the basic bottleneck that an entrepreneur faces global investors are solving this problem many of the successful entrepreneurship examples have been already quoted above.

The role of education institutions is important and cannot be ignored completely there is a need of step by step and systematic knowledge percolation into a raw students to become a graduate. Many institutions have ED [entrepreneur Development] cells to incubate and facilitate students to understand entrepreneurship in depth, entrepreneurship is not by luck or by chance it needs dedication and future thinking, many government and private organizations like 'wadhvani foundation' NEN is also supporting educational institutions to develop entrepreneur in institutions. Many educational institutions and businesses still value intelligence over creativity. This may be because intelligence is easier to quantify, easier to manage, and easier to identify, they have mark sheets and numbers to prove the same whereas creativity can be difficult to spot because the most creative people they are not so good at studies or they think differently from other people who do not want to see the other side of the coin. We have established examples of both who dropped their studies for innovation and creativity and brings some achievement in their lives and others who completed their studies and look at the gaps in the traditional business and bring the new changes. It is the time where creativity and innovation should be cultivated in the education institution so that the new crop of entrepreneurs give their contribution to the society.

#### X. ROLE OF VENTURE CAPITALIST AND INVESTORS

Venture capitalist, who funds the startup business they choose from many potential clients before putting their money into their idea of doing business if they finds it feasible and growing. Other than this they help in growing the business by giving business strategy advices, developing financial plan, redesigning the existing plan [if require], from their experiences

of expecting Contingencies they plan for the same. Altogether they invest into business and make it profitable and takes return.

In developed countries where getting financial help is somewhat easier than other parts of the world where the growth and opportunities are lower in comparison. For example venture capital complexes based in financial centers like New York or Chicago contain relatively large proportions of venture capital subsidiaries of financial institutions and export their funds. Technology-oriented complexes, i.e., Silicon Valley/San Francisco, contain large proportions of limited partnerships, favor local invest and attract venture capital from other areas. Boston and Minneapolis are best characterized as technology-oriented hybrids, whereas Connecticut is a finance-based hybrid.

If we talk about other investors who are investing their money in millions of dollars in different parts of the globe like **Kinnevik, Matrix Partners India, Nokia Growth Partners, Norwest Venture Partners, Omidyar Network, Warburg Pincus and eBay Inc., Tiger Global, Morgenthaler Ventures, Sequoia Capital, ePlanet Capital, Global Founders Capital, Fenox Venture Capital, Nexus Venture Partners, Nasscom, Ardent Capital, Frontier Digital Ventures, Kima Ventures, Etohum, Naspers, Accel Partners, SAIF Partners, Helion Venture Partners, IDG Ventures, Kalaari Capital** etc. the investors globally are investing in the field of **E-commerce, Social commerce, E-commerce enablers, Consumer services and mobile, Enterprise, Digital Media, Gaming, Classifieds, Fintech, Logistics, Supply Chain, Mobile, Edtech, F&B, Automobile** etc. these are the upcoming markets for entrepreneurs and investors people are working in these sectors are getting funds to grow and market to flourish.

#### XI. EFFECT OF GOVERNMENT POLICIES

The government policies plays a major role in terms deciding the investment policy in terms of money or skill for the investors. Government policies are effecting both the developed and developing nations due to their decisions many investors thinking of investing the amount in established companies or in startups.

**Entrepreneurial Activity:** defined according to the ventures' life cycle phases (nascent, new venture, established venture, discontinuation), the types of activity (high growth, innovation, internationalization) and the sector of the activity (Total Early-stage Entrepreneurial Activity—TEA, Social Entrepreneurial Activity—SEA, Employee Entrepreneurial Activity—EEA).

The Global Entrepreneurship Monitor [GEM] 2014 Global Report finds that high levels of entrepreneurial optimism, ambition and innovation are vital to advancing economies. This report says according to the region and economies Perception of social values toward entrepreneurship in the GEM economies in 2014 by geographic region (% of population aged 18-64), how many percentage of people thinks that entrepreneurship as a good career choice, how many people give high status to successful entrepreneurs, what is the percentage of media attention for entrepreneurship. The report also finds that entrepreneurship worldwide has recovered from The Great Recession.





Region and economies	Entrepreneurship as a good career choice	High status to successful entrepreneurs	Media attention for entrepreneurship
Angola	75.1	81.7	71.7
Botswana	69.9	78.1	74.5
Burkina Faso			
Cameroon			
South Africa	69.6	72.9	72.6
Uganda			
<b>Average (unweighted)</b>	<b>71.5</b>	<b>77.6</b>	<b>72.9</b>
Australia	53.4	67.1	72.6
China	65.7	72.9	69.3
India	57.9	66.2	56.6
Indonesia	72.9	76.8	64.6
<b>Iran</b>	<b>52.3</b>	<b>75.6</b>	<b>55.1</b>
Japan	31.0	55.8	58.7
Kazakhstan	78.6	74.3	83.0
<b>Asia &amp; Oceania</b>	<b>50.4</b>	<b>50.0</b>	<b>69.8</b>

Fig.1. Showing Perception of social values toward entrepreneurship in the GEM economies in 2014 by geographic region

Source URL: <http://www.gemconsortium.org/report/49079> , Upload date: 2015-03-27

In Indian context the percentage of people who thinks that entrepreneurship as a good career choice is 57.9%, people who give high status to successful entrepreneurs is 66.2% and the percentage of media attention for entrepreneurship is 56.6%. Statically it is a good position and it will improve in next coming years.

Government policies have played a role in reducing individuals' fear of failure, increasing perceived capabilities and increasing the perception of entrepreneurial opportunities. Government policies toward regulation and access to finance. Indian government is planning and processing many programs to support entrepreneurship activity - make in India movement to encourage people to startup their own venture and make the goods in India this will strengthen the economy of the country, similarly state government of Rajasthan and other state are making the programs to attract investors to set up entrepreneurial activities by resurgent Rajasthan.

## MSME



Fig. 2. Showing Focus on MSME in Resurgent Rajasthan  
Source: <http://resurgent.rajasthan.gov.in/focus-sectors/msme>

## IT & ITES

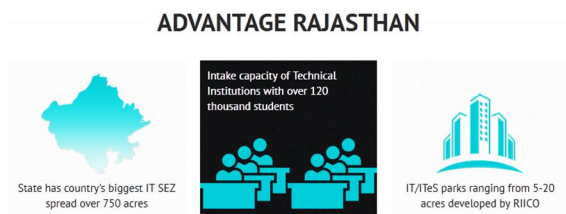


Fig. 3. Showing Focus on MSME in Resurgent Rajasthan

Source: <http://resurgent.rajasthan.gov.in/focus-sectors/it-ites>

The major area of focus are infrastructure, IT & ITES, Auto and Engineering, New and Renewable sources of Energy, Tourism and Healthcare, Agro and Food Processing, Minerals, Ceramics and Textiles, Electronics Manufacturing and MSME. Government are reforming their policies to promote entrepreneur activities, for any entrepreneur when we talk about young entrepreneur, to startup any project or venture government policies are the major hurdle due to high ambitions and tough policies there are always clashes and many times a good venture is dropped by the entrepreneur. Now government policies are opening up and there are ample chances to the entrepreneur to mark their presence in the world map.

## XII. ENTREPRENEURSHIP AND YOUNG GENERATION

As the demand and supply of product from traditional business of brick and mortar is changing people are looking for the same products and alternatives from ecommerce business store for their ease and other facilities. Many new entrepreneurs and businessman are coming up with new ideas and services to promote them many global investors are also ready, but their joint forces will work when the government bodies will allow to do that, many government policies are very strict due to saving the inherent interest of local partner against global partner of investors. As the times changes the government policies are getting liberal due to the concept of liberalization privatization globalization, the primary objective of this model was to make the economy of country the fastest developing economy in the globe with capabilities that help it match up with the biggest economies of the world. The chain of reforms that took place with regards to business, manufacturing, and financial services industries targeted at lifting the economy of the country to a more proficient level. These economic reforms had influenced the overall economic growth of the country in a significant manner. Many international product manufacturers and service providers for example are coming to India because of this concept the latest feather in the cap is India's Biggest Startup Incubator: T-Hub Opens in Hyderabad; Telangana Govt. Invites Entrepreneurs from All over the Country [5].

Amazon decided to open their biggest campus in Hyderabad, Singapore has committed to build a new, swanky Hyderabad, Hyderabad Gets Google's Largest Campus outside US; Becomes 1st Indian City covered by Google Street View other than this there are many examples of global investment in Indian companies discussed later.

Young generation of every nation is the true strength, they have energy, ideas and power to convert the idea into reality. They are the people who think differently completely out of the box, they are the people who want to get rid from the way of doing business in the old fashioned way. They are the change bringer



in the market, the young force of the world has proved that they can do business on their own concepts and ideas. To support this we are having 'n' numbers of examples like Facebook, Flipkart, Snapdeal and others they bring the change in business that was done in old traditional way from brick and mortar buildings, they have given customer a variety of choices to choose the product and other than product availability improved logistics is also there, Facebook is a well-known example to be quoted here using technology and bringing the friends and relatives on a common platform not only one person's friend his friend and the friend of the friend there is a chain of people in a network who can share and care to each other and there is a business prospect also by sharing information. It is a new and creative way of doing things which was not in the older generation they stick to their older ways of communicating.

This is an important fact in almost every part of the world that youth unemployment is reaching at crisis levels, at this time schools and universities can also help as students look to make career choices. Getting self-employed and generate job opportunities for other people is the best option. Young entrepreneurs highlight the "need" for the change according to the time and there are many success stories and role models to support this. The key is to start earlier and to really engage students in unlocking their entrepreneurial mindset, whether or not they are going to be going into large employment opportunities or starting their own business," says Amy Rosen, President & CEO of the Network for Teaching Entrepreneurship (NFTE). Young people have their own voice, views on the issues they are change bringer. The young entrepreneurs of today are the ones that will drive our economy and go change the world.

People born between 1994 and 2010, are classified as Gen Z. Gen Z's are interested in entrepreneurship for a few reasons. First, they have the advantage of easier access to more information, people and resources than any prior generation. In fact, all future generations have a better chance of succeeding as an entrepreneur because they will have the advantage of "easier access" earlier in life.

Gen Z's also have access to new and innovative programs supporting entrepreneurship, such as the Thiel Fellowship, which grants money to teenagers who decide to skip college. Gen Z's actively find mentors online and often turn to their parents for help building their networks at an earlier age than prior generations did.

#### XIII. ENTREPRENEUR AND FUNDING ALTERNATIVES

Funding, is needed for any business and it is no surprise that funding remains the biggest road block for entrepreneurs looking to start their own businesses. Old and established generation in the business world and funding agencies has less belief on the Generation Z, as they are young and yes they do lack of experience but they are having the stronger part having high ambition and latest technological updations. There are many investors who are investing other than venture capitalist

into the startup business base on a unique idea or thought that can be turned into flourishing business.

#### XIV. INCREASE AND SUPPORT MENTORING

Funding is a major hurdle in doing any business, after getting the routing of funding from various alternatives an entrepreneur needs some support from experts or experience persons who have some experience in the relevant field. Governments have introduced number of measures to help support entrepreneurs, beyond simply access to funding. Providing financial support alone will not be enough to enable young entrepreneurs to fulfill their potential and serve as an engine of job creation; it may be wasted without additional resources.

#### XV. BUSINESS, ENTREPRENEURSHIP AND FAILURE

Entrepreneur and businessman there is a difference in them, in their working style, thinking process and way of doing activities, the major actor that is associated with entrepreneur is risk taking behavior, many of the startup projects do not perform very good or turn into failure, people generally make a bad impression on the effort of an entrepreneur. The public must change their perception of start-ups and be more aware of the contributions they make to the broader economy. Having a supportive entrepreneurial culture that embraces SMEs will have a positive effect on their future growth.

#### XVI. RED TAPE AND TAXATION

Doing business is not an easy task getting permissions, sanctions, government policies etc. and after that the taxation part is an example of a barrier to the young and budding entrepreneur. Young entrepreneurs will not succeed in greater numbers until governments create a simpler, SME-friendly business environment. Government should reduce red tape and if not eliminate taxation for startups it should be reduced to the minimum level to promote the growth and development of young entrepreneur.

#### XVII. WOMEN ENTREPRENEUR

Women entrepreneur, faces many challenges in several countries, cultural and social imperatives prevent women from freely mixing with men, especially those outside their own family.

One of the major challenges faced by women entrepreneurs is the cultural norm which places severe restrictions on their mobility and prevents them from being able to take part in normal economic activities freely. Women entrepreneurs restrict the nature of their businesses to sectors traditionally associated with women such as education, beauty or health. However, this practice is changing in today's global world; women are moving forward and working in a space long dominated by men.



Over the past decade and around the world, women have made substantial progress in health and education, as well as in political and economic arenas. This broad span of gender equity progress is most encouraging. It is occurring at a time when entrepreneurship is recognized as critical to economic development and sustainability worldwide. Given the global challenge of employment, it is imperative to enable women, who comprise half the global population, to participate constructively in the economic activities of their countries or regions. Entrepreneurship development is a key element in strategies that allow economies to benefit from the talents.

**Kiran Mazumdar Shaw** - CMD, Biocon

**Ekta Jeetendra Kapoor** - Joint Managing Director and Creative Director of Balaji Telefilms

**Aishwarya Nair** - launched her bakery brand, Docle.

**Swati A. Piralal** - is the Vice Chairperson of Piralal Life Sciences Limited and Director of Piralal Healthcare Limited

**Rajshree Pathy** - She is the Chairperson and Managing Director of the Rajshree Group of Companies and Founder of India Design Forum.

**Radhika Roy** - is an Indian media baron and co-Chairperson and Managing Director, NDTV

**Farah Khan** - Indian film director and choreographer.

**Vandana Luthra** - She's the founder and mentor of the VLCC, India's leading slimming, beauty and fitness brand.

**Melinda Gates** - Bill & Melinda Gates Foundation

**Oprah Winfrey** - Oprah Winfrey Leadership Academy for Girls in South Africa.

**Beyonce Knowles-Carter** - music career, the icon previously launched fashion label House of Dereon (2004) and [shop.beyonce.com](http://shop.beyonce.com)

**Sofia Vergara** - Vergara's Latin World Entertainment, a talent management and media company.

**Sneha Roy & Sananda Misra** - Toptomato.in

**Mitali Kalra**, - Zao Foods

**Uniza Tasneem** - Daria System

**Shakira Mubarak** - founded the Barefoot Foundation and opened its eighth school this year for early education.

## XIX. ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT

Entrepreneurship, is a process of collective efforts that starts from the single person's effort and ends up into hundreds of hands joining together to accomplish the mission. There are many example listed above that includes male and female entrepreneur both are contributing towards nation growth and generating job opportunities for the people who can help in serving the needs to nation. Entrepreneurship leads into economic development of the country, people are getting better services and product range and for that they pay the price, the money starts rotating in the market to generate more money through associated services and products. As the time and technology changes the old ways of doing business are overdriven by the new ways of doing business, like moving from brick and mortar traditional type of marketing has been done through "click" and "tap" mode. This make people easy

of purchasing and variety of choices with discount offers. Many global investors are investing millions of dollars into new startup companies to promote entrepreneurship, thousands of job creation and rotation of money leads to the economic development.

## XX. GLOBAL INVESTORS



Investment, in Entrepreneurial activities by major investing companies, of the world. Investors want to duplicate the money that they have invested and the growing economy and established economies are the best place to invest. Investors put their millions of dollars into the startups and other business partnership firms to capture the untapped market from there, they can multiply the investment. Grofers to raise \$35 million from Tiger Global and Sequoia Capital, Grofers is a delivery service that allows consumers to order products online and receive them within 90 minutes, PepperTap raises seed funding from Sequoia Capital, Ola raises Rupees 1,952 core from DST Global, Tiger, Grabhouse.com raises \$2.5 million from Kalaari Capital, Sequoia, Ratan Tata-backed Urban Ladder raises \$50 million from Sequoia Capital [6].

Tiger Global, an investor has invested millions of dollars in more than 15 Indian projects here, we look at the entire list:

Company	Round	Amount \$ Mil.	Month	Tags
Shopclues	Series D	100	January	e-commerce
Culture Machine	Series B	18	February	Digital Media
News in Shorts	Series A	4	February	News, mobile
ChargeBee	Series B	5	March	Enterprise
Moonfrog Labs	Series A	15	March	Gaming
Roposo	Series A	5	March	e-commerce, Consumer Web
Limeroad	Series C	30	March	e-commerce
Quikr	Series H	150	April	Classifieds
LocalOye	Series A	5	April	Consumer Web, Marketplace
Grofers	Series B	35	April	e-commerce, mobile
	Series A	10	February	
Ola	Series E	400	April	mobile, transport
PolicyBazaar	Series D	40	April	Fintech
Freshdesk	Series E	50	April	Enterprise
Delhivery	Series D	85	May	Logistics, Supply Chain
Vedantu	Series A	5	May	Mobile, Edtech
Chaayos	Series A	5	May	F&B
Ather Energy	Series A	12	May	Automobile



\*the funding amount is the total amount invested by all the investors in that round

Table 2 : Showing Investments done by Tiger Global in 2015  
Source: <http://yourstory.com/2015/06/tiger-global-rampage-2015/>

For private equity investments, it specializes in investing in early stage companies, growth companies, and start-ups and prefers to have ten-year investment horizons. The firm typically invests in global internet, technology, real estate, telecommunications, energy, media, and retail sectors. For public and private equity investments, the firm invests across the globe with a focus on the United States, China, India, Southeast Asia, Latin America, and Eastern Europe. For real estate investments, it prefers to invest in India, China, Western, and Eastern Europe.

## XXI. THE SEVEN MOST ACTIVE INVESTORS IN INDIA THIS YEAR

### 1. Sequoia Capital – 41 deals

Healthcare service Practo, hyperlocal delivery firm Grofers, digital wallet MobiKwik, grocery app Peppertap, fashion app Voonik, furniture retailer UrbanLadder, Restaurant finder Zomato, taxi app Ola – Sequoia has been in the thick of startups bringing India online.

### 2. Tiger Global – 29 deals

Like Sequoia, this iconic VC from New York was an early player in India's startup scene, backing pioneers like Flipkart and MakeMyTrip. Flipkart, Ola, Quikr, Shopclues, and Delhivery have been its biggest deals this year, but it also had interesting forays into News in Shorts, CultureAlley, and Ather Energy.

### 3. Accel Partners – 28 deals

Another US VC makes up the top three. Flipkart-Myntra, CommonFloor, and Freshdesk are among the stars in its portfolio. This year Accel Partners has led investments in Portea, a healthcare app for the elderly, jewellery retailer Bluestone, MySmartPrice, Coverfox Insurance, and Scripbox.

### 4. SAIF Partners – 21 deals

Finally, an Asian VC (born in India, headquartered in Hong Kong) makes the list. SAIF Partners was one of the first VCs to invest in India, going all the way back to 2002. Investments this year have included used car marketplace Zoomo, exam prep site Toppr, and apartment rental platform NoBroker.

### 5. Helion Venture Partners – 16 deals

Here's another Indian VC (based in Mauritius) which launched a big fund this year – US\$300 million in April. Grocery delivery startup BigBasket to dating app TrulyMadly are the sort of consumer-facing, internet-driven businesses that Helion likes. Mobile marketing firm MoEngage and payments facilitator Ezetap were other significant bets this year.

### 6. IDG Ventures – 16 deals

We're back to a Valley VC. IDG Ventures from San Francisco is one of the biggest investors in Asia, with funds in China, Korea, and Vietnam, as well as India. Significant investments this year by IDG Ventures India have included mobile commerce platform for farmers Agrostar, mobile payments enabler Momoe, Aasanjobs for entry level jobs, and eyecare store Lenskart.

### 7. Kalaari Capital – 15 deals

We round off this list with an Indian VC led by a woman – technopreneur-turned-investor Vani Kola. She took a punt on Snapdeal and Myntra long before the ecommerce boom. Kalaari, which derives its name from a martial arts tradition in South India, made bets this year on mobile games developer Robosoft, media site YourStory, and lingerie retailer Zivame [7].

## XXII. INDIAN STARTUP FUNDING & INVESTMENT

There are many global investors who are investing in the Indian startups projects promoting young and energetic entrepreneurs to put their creative and innovative mind to work, a single entrepreneur can generate a lot of employment and wealth to him and its associates, investors are helping him out in doing so. New ideas and concepts are coming live with the help of investment it is a good situation for creating new experimental and creative environment where young entrepreneur can unleash the creative mind. The following table is a kind of sum-up of Indian startup projects by young entrepreneurs those are supported by investors. The table shows the latest two months investment details of 2015, December and November.





**Indian Startup Funding & Investment Chart [2015]: December 2015**

Sr. No	Date	Startup Name	Industry Vertical	City	Investors' Name	Investment type	Amount (in USD)
1	1/12/2015	CollegeDekho	Online Education Information platform	Jaipur	GirnarSoft	Seed Funding	1,000,000
2	1/12/2015	Black White Orange Brands	Brand Licensing Startup	Mumbai	YouWeCan Ventures	Seed Funding	N/A
3	1/12/2015	Biteclub	Gourmet Food Discovery & Delivery platform	Gurgaon	growX ventures	Private Equity	N/A
4	1/12/2015	Patel Logistics	Transportation & Logistics Platform	Mumbai	Frontline Strategy	Private Equity	5,600,000
5	1/12/2015	Wigzo	Enterprise Marketing Automation platform	New Delhi	Aarin Capital Partners, TV Mohandas Pai	Seed Funding	500,000
6	1/12/2015	Zapluk	Health, Wellness & Beauty Services App	Hyderabad	N/A	Seed Funding	N/A
7	1/12/2015	Godof Hospitals	Digital Healthcare	New Delhi	Pankaj Gupta	Seed Funding	2,000,000
8	2/12/2015	RoomsTonight	Last Minute Hotel Booking App	Bangalore	Lashit Sanghvi, Nikhil Vora, Venkat Vardhan, Mohammed Bin Abdul Rehman Al Khalifa, Ralph Berezan, Vissal Mathew, Balamurali Krishna	Seed Funding	1,500,000
9	2/12/2015	Kaaryah	Womens Fashion Wear Portal	New Delhi	The Saha Fund, TV Mohandas Pai	Private Equity	N/A
10	3/12/2015	Anakage	Product Learning platform	Bangalore	CIO Angel Network (CAN)	Seed Funding	N/A
11	3/12/2015	EasyKhaana	Online Food ordering & Delivery platform	New Delhi	Undisclosed investors	Seed Funding	100,000
12	3/12/2015	Shuttl	App based Bus Pooling Services	Gurgaon	Sequoia Capital, Times Internet Ltd & One more Fund	Private Equity	20,000,000
13	3/12/2015	Eckovation	Social Learning Platform	New Delhi	Chandigarh Angel Network (CAN)	Seed Funding	N/A
14	3/12/2015	Fitcircle	Social Fitness platform	Mumbai	Beerud Sheth and Ravi Mantha	Seed Funding	N/A
15	4/12/2015	Applop	On Demand Mobile app developer	Kolkata	GHV Accelerator	Seed Funding	100,000
16	4/12/2015	CaRPM	Car Maintenance & Management mobile app	Gurgaon	GHV Accelerator	Seed Funding	100,000
17	4/12/2015	NDTV Wedding portal	Online Wedding Marketplace	New Delhi	CerraCap	Private Equity	20,000,000
18	4/12/2015	Splitkart	Splitting Bills Mobile App	New Delhi	Rajesh Sawhney, Anupam Mittal, Dinesh Agarwal, Gaurav Gupta,	Seed Funding	N/A
19	7/12/2015	Zenatix	IOT Energy Management Analytics platform	Gurgaon	Blume Ventures	Private Equity	N/A
20	7/12/2015	Customfurnish	Custom Made furniture e-tailer	Hyderabad	Agnus Capital	Private Equity	4,500,000
21	7/12/2015	Faasos	QSR Chain	Pune	ru-Net, Sequoia Capital, Lightbox Ventures	Private Equity	30,000,000



Sr. No	Date	Startup Name	Industry Vertical	City	Investors' Name	Investment type	Amount (in USD)
22	7/12/2015	Vlurn	eLearning platform	Mumbai	Vidyadhar Sarfare	Seed Funding	N/A
23	7/12/2015	Leaf Wearables	Smart Safety Wearable Devices	New Delhi	Ajeet Khurana Jinesh Shah, Vikram Chachra, Dr. Aniruddha Malpani	Seed Funding	250,000
24	7/12/2015	Coolshare	Cab Sharing service Mobile app	Mumbai	Gopal Aggarwal	Seed Funding	100,000
25	8/12/2015	mFicient	Cloud Enterprise Mobility Platform	New Delhi	Undisclosed investors	Seed Funding	N/A
26	8/12/2015	HeyBiz	Online Shopping Assistant Mobile app	New Delhi	Shopclues	Seed Funding	N/A
27	8/12/2015	Yumist	Home Cooked Food Order & Delivery platform	Gurgaon	Unilazer Ventures, Orios Venture Partners, Steven Lurie	Private Equity	2,000,000
28	9/12/2015	Jigsaw Academy	Online School for Analytics learning	Bangalore	Manipal Global Education Services	Private Equity	3,000,000
29	9/12/2015	JoeHukum	Chat based personal Assistant App	Gurgaon	TracxnLabs, Jitendra Gupta, Prashant Tandon	Seed Funding	N/A
30	9/12/2015	Voxweb	Picture creation & Social mobile app	Mumbai	Undisclosed Investor	Seed Funding	350,000
31	9/12/2015	Aye Finance	Nonbanking finance company	New Delhi	SAIF Partners, Accion	Private Equity	3,000,000
32	9/12/2015	JumboBasket	eCommerce returns etailer	Chandigarh	Chandigarh Angels Network	Seed Funding	N/A
33	10/12/2015	BlackBuck	Online Freight Services Aggregator	Bangalore	Tiger Global Management, Yuri Milner, Apoletto, Accel Partners, Flipkart	Private Equity	25,000,000
34	10/12/2015	HomeStudio	Online Branded Furniture etailer	Bangalore	Bren Corporation	Private Equity	5,000,000
35	10/12/2015	PropheSee	Digital Analytics Platform	New Delhi	Indian Angel Network, Stanford Angels, Entrepreneurs India	Seed Funding	500,000
36	10/12/2015	i2e1	Internet Network Infrastructure Services	New Delhi	GrowX Ventures	Seed Funding	500,000
37	10/12/2015	Holisol Logistics	Supply Chain & Logistics Solutions	New Delhi	CLSA Capital Partners ARIA IV Funds	Private Equity	10,000,000
38	10/12/2015	Stay Simple Resorts	Holiday Resort Chain	Bangalore	Mr. Sudhir & Ms. Shalini Sethi, Mr. Praveen Someshwar	Seed Funding	N/A
39	10/12/2015	Paynear	Mobile Point of Sale solutions	Hyderabad	Mitesh Majithia	Private Equity	2,500,000
40	10/12/2015	Chillr	Peer-to-Peer Money Transfer & Recharge App	Mumbai	Sequoia Capital, Blume Ventures, Uniqorn Ventures and other	Private Equity	70,000,000

Table 3: Showing Investments in the Months of December 2015.



Indian Startup Funding & Investment Chart [2015]: November 2015

Sr. No.	Date	Startup Name	Industry Vertical	City / Location	Investors' Name	Investment Type	Amount (in USD)
1	2/11/2015	Twigly	Online Food Ordering & Delivery platform	Gurgaon	Amit Gupta, Sahil Barua, Mukul SinghalTracxn Labs	Seed Funding	200,000
2	2/11/2015	CityFlo	Bus Aggregation and rental mobile app	Mumbai	IDG Ventures	Seed Funding	750,000
3	3/11/2015	Findyahan	hyperlocal online Services platform	Noida	Times Group Brand Capital	Private Equity	N/A
4	3/11/2015	Sabse	WiFi – first Cloud communication platform	Mumbai	Ratan Tata	Private Equity	N/A
5	3/11/2015	Pokkt	Alternate Mobile Monetization platform	Mumbai	Segnel Venture, Shinji Kimura, Sundar Chanrai, JAFCO Asia, SingTel's Innov8, Jungle Ventures, K Ganesh	Private Equity	5,000,000
6	3/11/2015	boibanit	Online Food Ordering Marketplace	Vadodara	Varun Ahuja, Anubhav Verma	Seed Funding	150,000
7	3/11/2015	Stuffed	Quick Service Restaurant & Online Delivery	Mumbai	Riqueza Capital	Seed Funding	385,000
8	3/11/2015	LoanBaba	Online Loans Marketplace	Mumbai	N/A	Seed Funding	320,000
9	3/11/2015	Deyor Rooms	Budget Hotels Aggregator	New Delhi	Dheeraj Jain & Others	Seed Funding	500,000
10	3/11/2015	Bidgely	Efficient Energy Management platform	USA/India	Constellation Technology Ventures (Exelon Corporation), E.ON, RWE, Khosla Ventures	Private Equity	16,600,000
11	4/11/2015	Shirsa Labs	Digital Intelligent learning platform	Mumbai	ah! Ventures	Seed Funding	250,000
12	4/11/2015	Paytunes	Voice Call incentivization mobile app	New Delhi	CIO Angel Network	Seed Funding	N/A
13	4/11/2015	YourDOST	Online Counselling and psychological support platform	Gwalior	Phanindra Sama, Aprameya Radhakrishna, Aneesh Reddy, Neeraj Jawalkar, Sanjay Anandaram, Pavan Ongole, Venk Krishnan	Seed Funding	400,000
14	5/11/2015	BookMyBai	Domestic Help Aggregation platform	Mumbai	Vineel Nalla & Others	Seed Funding	150,000
15	5/11/2015	MyIndianStay	Home Stay & room rentals platform	Goa	Undisclosed investors	Seed Funding	200,000
16	5/11/2015	Bobble	Selfie Mobile App	New Delhi	SAIF Partners & others	Private Equity	N/A
17	6/11/2015	RepUp	Online Reputation Management Platform	Gurgaon	Indian Angel Network	Seed Funding	N/A
18	6/11/2015	Satvacart	Online Grocery platform	Gurgaon	Undisclosed HNIs	Private Equity	1,800,000
19	6/11/2015	POPxo.com	Online content platform for women	New Delhi	IDG Ventures India, Kalaari Capital, 500 Startups	Private Equity	2,000,000
20	6/11/2015	SparesHub	Online Vehicle Spare Parts etailer	Pune	Hyderabad Angels, M&S Partners	Seed Funding	460,000
21	6/11/2015	Explara	Event Ticketing platform	Pune	Hyderabad Angels, Singapore Angel Network, Ness Wadia	Private Equity	490,000
22	6/11/2015	Soothe Healthcare	affordable Personal Healthcare Products	Noida	Saina Nehwal	Seed Funding	N/A
23	6/11/2015	Yuvi Hospitality	Premium dining Lounges & restaurants	Gurgaon	Chandralekha Construction Pvt. Ltd.	Private Equity	15,000,000



Sr. No.	Date	Startup Name	Industry Vertical	City / Location	Investors' Name	Investment	Amount (in USD)
24	9/11/2015	AppVirality	Mobile Growth Hacking Platform	Hyderabad	Rajan Anandan, Mike Galgon, Ravi Gururaj, Ashim Mehra, Mohit Saxena, Internet Group, TNN Capital and others	Seed Funding	500,000
			Skill Training Startup				
25	9/11/2015	iStar Skill Development	Beauty and Wellness Marketplace	Bangalore	Michael & Susan Dell Foundation, Unitus Seed Fund	Private Equity	1,500,000
26	9/11/2015	BigStylist.com	Marketplace App for Bangkok	Mumbai	Info Edge	Private Equity	1,000,000
27	9/11/2015	Zilingo	On-demand Maids Service Provider	Bangalore/ Bangkok	Sequoia India, BEENEXT Ventures, Kunal Shah & Sandeep Tandon	Private Equity	1,900,000
28	9/11/2015	Didi	eCommerce Product Search Engine	Mumbai	Jozef Bardik, Leo Wang Sangeeth Ram	Seed Funding	150,000
29	9/11/2015	Skoov.com	Ready to cook packaged Foods	Mumbai	undisclosed investor	Seed Funding	150,000
30	10/11/2015	Chefs Basket	Product Customization Platform	Mumbai	SAIF Partners, Haresh Chawla	Private Equity	6,000,000
31	11/11/2015	Gingercrush	Branded Food products online sales	Vadodara	TV Mohandas Pai's family office	Seed Funding	N/A
32	11/11/2015	Delight Foods	Talent platform for Fashion professionals	Bangalore	Lensbridge Capital, Mape Advisory Group, Fireside Ventures	Private Equity	600,000
33	11/11/2015	6Degree	Auto Insurance Online platform	Goa/Hyderabad	Centre For Incubation & Business Acceleration (CIBA), Goa	Seed Funding	N/A
34	11/11/2015	RenewBuy	Hyperlocal Logistics Service Provider	Gurgaon	Mount Nathan Advisors Pte Ltd	Seed Funding	500,000
35	11/11/2015	Grab	Cricket Management Mobile Game	Mumbai	Sixth Sense Ventures	Seed Funding	N/A
36	12/11/2015	Hitwicket	On Demand Laundry Service platform	Hyderabad	Chennai Angels	Seed Funding	250,000
37	13/11/2015	Flashdoor	Ecommerce Discount & Cashback coupons platform	Bangalore	Sujeet Kumar, Ankit Nagori, Traxcn Labs	Seed Funding	N/A
38	16/11/2015	Cashkaro.com	Virtual Reality Headset creator	Gurgaon	Kalaari Capital	Private Equity	3,700,000
39	16/11/2015	Absentia		Bangalore	Astarc Ventures, 50K Ventures & others	Seed Funding	180,000

Table 4: Showing Investments in the Months of November 2015.

Source: <http://trak.in/india-startup-funding-investment-2015/>





Alibaba Says India Most Important Market Outside China; Launches SMILE Program To Tap 10 Million Indian SMEs

Alibaba has launched yet another specialized program for Indian SMEs, as part of their massive outreach campaign for Indian SMEs. Termed as SMILE (Small and Medium Industries Leveraging Export), this new program will help all Indian SMEs to sell their products outside India.

Alibaba will provide SMEs a direct access to world class trading partners, along with assisting them in logistics, shipping, financing, certifications, technology and even SME related education.

Leading financial & infrastructural institutions such as have already joined Alibaba's SMILE program for offering their specialized services in different domains. Hence, SMEs who join SMILE can get financing from ICICI Bank and Kotak Mahindra banks; software from Tally; assistance regarding credit ratings from CRISIL; online lending from Capital Float; inspection and verification from SGS and specialized international transportation and online logistics help from Jeena and Mypacco. The aim is to lure 10 million (1 crore) Indian SMEs through this array of services and incentives.

Alibaba.Com Global Business Development Timothy Leung said, "By offering combined trading solutions to Indian SMEs, SMILE hopes to make cross-border trading easier, helping over 10 million SMEs in India explore global trading opportunities in a more cost-effective way," [8].

### XXIII. CONCLUSIONS AND SUGGESTIONS

The results show that innovativeness and industriousness were the entrepreneurial personality traits that scored very high. Infrastructure, finance, and technical factors were revealed to have been inhibiting their potentials, while the education system and the rate of information technology development were perceived to have positively impacted their attitude. A linear dependence between entrepreneurial personality traits, learning, and experience, and the general attitude was revealed. Social factors were among those revealed to have averagely influenced the attitude of the youth towards entrepreneurship programs.

The study concluded that entrepreneurial capacity factors, such as personality traits, learning, experiences, social factors and culture; and entrepreneurial enhancing factors, such as information technology development and education system have influenced the favorable attitude of the youth towards entrepreneurship programs. The study also concluded that the integration of some factors, such as infrastructure and finance during information processing forming the beliefs of the youth have inhibited their skill development, thus developing an unfavorable attitude towards entrepreneurship programs. The new and established examples shows that entrepreneur has the ability to prove himself and can generate new business

line and in today's emerging scenario many government policies and global investors are helping young entrepreneurs to achieve their dreams.

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