

# Empowering India's Youth: Bridging the Gap between Traditional Careers and Entrepreneurial Ventures

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## ABSTRACT

India is recognized as one of the fastest-growing economies globally, characterized by a substantial youth demographic that presents numerous opportunities for aspiring entrepreneurs. Currently, young individuals in India face two significant challenges: a deficiency in soft skills necessary for securing employment in the corporate world and a lack of entrepreneurial skills needed to launch their own ventures. While students in higher education are eager to explore innovative paths, parental pressure often steers them towards conventional career choices. It is essential to acknowledge that a traditional 9-5 job does not encompass all possibilities. Unemployment remains a critical global issue, worsened by the recent pandemic, with the International Labor Organization reporting that 73 million unemployed individuals worldwide are under the age of 65. The essence of entrepreneurship lies in its potential to effect change by addressing various challenges, and the significance of youth entrepreneurship has never been more pronounced than it is today, just before 2020. As India's unemployment rate escalates, with approximately 12.2 crore individuals losing their jobs within a few months and the economy facing prolonged stagnation, entrepreneurs across various sectors are collaborating and exchanging ideas to combat unemployment. With over half of its population under 35 and around 15 million new entrants to the workforce each year, India possesses a unique advantage. However, the task of generating employment for such a large population poses a formidable challenge for any government.

**KEYWORDS:** Entrepreneur, Entrepreneurship, Young, StartupIndia, Economic Development.

## INTRODUCTION:

Entrepreneurship is widely acknowledged as a vital factor in driving a nation's economic development. It serves as a catalyst for societal transformation and enhances the collective welfare. As India approaches the next decade of growth, young Indians perceive entrepreneurship as crucial to the country's evolution. Beyond stimulating economic advancement, it is also a key element in generating employment opportunities and enabling India to overcome various obstacles that hinder its progress. Young Indians aspire to cultivate an environment that fosters entrepreneurship as a means of national development. This will be achieved through the sharing of knowledge, mentorship, and improved market access, all of which will support business growth and encourage students to pursue entrepreneurial careers.

In recent years, there has been a heightened focus on entrepreneurship as a viable means of generating employment, fostering empowerment, and enhancing economic vitality in an increasingly globalized

environment. However, this focus has largely overlooked the youth perspective. The prevailing tendency has been to either integrate young individuals into the broader adult demographic or to overlook their entrepreneurial efforts. Youth entrepreneurship represents a crucial strategy for preventing a nation from descending into high unemployment, poverty, and economic stagnation. The benefits that young entrepreneurs contribute to a country are numerous. Nevertheless, many young entrepreneurs struggle to maintain their businesses over the long term, often leading to closures for various reasons. The trend of youth entrepreneurship is gaining traction not only in developed nations but also in emerging economies like India. The Indian government is actively endorsing this initiative by consistently working on and implementing various employment generation programs aimed at increasing job opportunities for both educated and uneducated youth in the nation. To develop an effective career strategy in this area, it is essential for individuals to understand their personal characteristics.

### **THE CONTRIBUTION OF YOUNG ENTREPRENEURS IN INDIA:**

Entrepreneurship involves undertaking new ventures while embracing the associated risks and responsibilities. It encompasses more than just launching a new business; it focuses on ensuring its sustainability over time. An entrepreneur is defined by their determination and capability to transform a basic idea or innovation into a successful enterprise. The essence of entrepreneurship lies in the ability to create novel solutions and instigate societal change. In recent times, it has emerged as a crucial strategy for tackling a wide range of economic challenges. India, as a developing nation, urgently requires alternatives that not only address issues like unemployment and declining growth rates but also improve its competitive standing against developed countries.

The youth of any nation serve as its foundation. They represent the most vital demographic, characterized by their energy, creativity, innovation, enthusiasm, and dynamism. These attributes empower a country to strengthen itself and defend against adversaries. India, with the largest youth population globally, stands to benefit significantly from this demographic advantage. A greater number of educated young individuals are actively seeking meaningful employment opportunities. Historically, youth have played a crucial role in promoting long-term sustainability as engaged participants and digital pioneers. However, to fully harness their potential, it is essential to implement effective policies and motivational strategies that channel their energy towards constructive goals. Motivational frameworks are necessary to guide their efforts in the right direction. When a young person embarks on an entrepreneurial venture, they not only pave the way for themselves but also inspire their peers, showcasing entrepreneurship as a viable path to employment and better financial prospects. The Indian government has undertaken substantial initiatives to foster entrepreneurship and support young business leaders. The benefits that young entrepreneurs bring to a nation are immeasurable. There is an urgent need to ignite an "entrepreneurial revolution" that cultivates an entrepreneurial mindset among the youth. Creating an environment that encourages young people to launch their own businesses is essential.

### **STARTUPS FOR YOUNG ENTREPRENEURS IN INDIA:**

Currently, India is no longer viewed solely as an eastern nation, as it was in the past by the West. Thanks to the initiatives and resilience of the current government, India now has 81 unicorns valued at a combined total of \$274 billion. Furthermore, 90 out of the 500 unicorns in the United States originated from India. Innovative entrepreneurial ideas are transforming the global landscape. In a world with an

aging population, India stands out with one of the youngest demographics. The working-age population in India has outnumbered those who are not in the workforce. This demographic consists of highly driven young individuals with diverse aspirations. Given the varied ambitions of a large segment of the youth, it is essential to provide them with quality education and equip them for future opportunities. Many young individuals aspire to become entrepreneurs, often driven by the ambition to engage in high-quality courses that meet international standards. The Indian government supports this aspiration through the Startup India portal, which offers seventy-nine courses covering subjects like financial analysis, digital transformation, data analysis, and design thinking, among others. These courses provide millions of aspiring youths with free access to valuable resources, enhancing their cognitive frameworks. This initiative represents an exceptional and motivating global strategy for education and the cultivation of future enterprises.

Additionally, programs like 'Make in India' have instilled a renewed sense of confidence among young entrepreneurs to chase their business aspirations. Startup India provides an extensive array of services, such as financial support, income tax guidance, registration help, tender assistance, and networking opportunities. These resources are crucial during the initial phase of a startup's journey, where transforming an idea into a practical and sustainable venture is essential. The action plan of Startup India is structured into three key components: first, ease of access and mentorship; second, financial backing; and third, various incentives.

Startup India has successfully cultivated an environment that supports entrepreneurship through a range of beneficial initiatives, programs, and projects. This has enabled thousands of young individuals to secure employment with various entrepreneurs, creating new career pathways. Consequently, Startup India has contributed to the nation's development while reinforcing the Government of India's dedication to establishing India as a global center for innovation, design, and startups. Additionally, the Indian government acknowledges and honors these startups through the National Startup Awards, which celebrate active and innovative enterprises with the potential to positively disrupt the market. These awards consider not only the financial success of the companies but also the social impact they have made towards the advancement of their respective sectors or society at large.

## REVIEW OF LITERATURE:

- **(Baporikar, 2014)** in her research paper “youth entrepreneurship in Indian scenario” discusses about the role of youth entrepreneurship with a focus on Indian scenario by integrating it to several other factors such as business models for YE, barriers affecting YE and its impact on reducing unemployment.
- **(Kshetri&Kshetri, 2016)** in their research article “Fostering startup ecosystem in India” have mentioned out the factors and consequences responsible for fostering the growth of startup ecosystem in India. The research paper explains the determinants of entrepreneurship factors that affect entrepreneurial performance in terms of a) Regulatory framework, b) Values, culture and skills, c) Access to finance, market, R&D and technology.
- **(Andaleeb& Singh, 2016)** in their research report titled as “A study of Financing Sources for Start-up Companies in India” have described the stages of startups and modes of financing available to startups at each stage. The stages through which a startup has to pass consists of 6 phases of investment; Self-Funding or Bootstrapping, Friends and Family, Seed, Growth (also known as the ‘Early Stage’) and Expansion.

- **(Adhana, 2016)** in his research paper “Start-Up India, Stand-Up India: India Turning into a Start-Up Hub by Prospering Entrepreneurial Culture” clearly explains the startup ecosystem in Indian scenario. The entrepreneurial culture, the funding sources, types of investors and reasons of success and failures of startups have also been stated.
- **(Manshani&Dubey, 2017)** have conducted the research study on Women entrepreneurs in India and have concluded several factors that promotes & encourages women empowerment in entrepreneurial development.
- **(Jha, 2018)** in her research article “Entrepreneurial ecosystem in India- Taking stock and looking ahead” had stated the role of education & training and other socio-cultural issues responsible for building the startup ecosystem in India.
- **(Kalyanasundaram et al., 2021)** in their paper titled ‘Tech Startup Failure in India: Do Lifecycle Stages Matter?’ have determined the causal factors and attributes which causes the failure of tech startup, against the successful ones.
- **(Chillakuri et al., 2020)** in their research article ‘Linking sustainable development to startup ecosystem in India - a conceptual framework’ have provided the conceptual framework for linking the startup ecosystem to environmental sustainability. They have stated that sustainability is not just about reducing carbon emissions, but is a fundamental principle that guides the organization and society.
- **(Garg& Gupta, 2021)** in their research work titled as ‘startups and the growing entrepreneurial ecosystem’ have discussed about the role of startups in enhancing the economic growth, role of incubators in developing these startups and the importance of Intellectual Property(IP) protection and different stages of series funding for startups.
- **ECONOMIC SURVEY REPORT (2022)** remarked India as third-largest startup ecosystem in the world. The survey highlights the record of overall 83 Indian startups to achieve the unicorn status in 2021 along with the string of IPOs by the new-age companies. With its enhanced status, India is now a global leader in addressing global challenges and advancing the sustainable development goals.
- **(Indian Startup Ecosystem- Challenges and Opportunities - Google Scholar, n.d.)** in their research article ‘**Indian Startup Ecosystem- Challenges and Opportunities**’ had discussed about the various set of problems as well as possibilities that may arise in the future. The article provides a clear picture of various set of difficulties and opportunities that startups go through during their stages of operation.
- **MYGOV BLOG (2022) A REPORT ON ‘STARTUP INDIA WHAT IT MEANS FOR YOUTH’-** have provided that Indians minds are playing a pivotal role in the global landscape of startups and how the young entrepreneurs are working towards the vision of making a self-reliant India. The reports also describe the importance of startup India scheme in nurturing the youth by unleashing their active engagement in making of Aatma Nirbhar citizens.
- **STARTUP INDIA WAY AHEAD (2022)** an annual report published by Ministry of commerce & Industry, Department for promotion of Industry & Internal Trade (DPIIT), discusses about the journey of Indian startups since 2016 to present, and how the Startup India Action Plan 2016, has fueled the startup movement in India, making India self-reliant and self-sufficient.

#### **OBJECTIVES OF THE STUDY:**

1. To explore the significance of youth entrepreneurs in India.

2. To examine the connection between Startup India and youth entrepreneurship.
3. To investigate the factors contributing to youth employment and entrepreneurship in India.
4. To analyze the different initiatives available for young entrepreneurs in India.
5. To identify the emerging trends in youth entrepreneurship.

### RESEARCH METHODOLOGY:

To fully accomplish the objectives of the research, it is essential to employ both a robust research methodology and a comprehensive literature review. This study has utilized secondary data to enhance its findings. Researchers have compiled relevant literature from multiple sources, such as EBSCO, Jstore, FED Gate, INFLIBNET, Vidyanidhi, Jgate, Google Scholar, and DOAJ. Furthermore, the researcher has incorporated information from business magazines, news articles, statistical summaries, journals, and periodicals.

### YOUTH UNEMPLOYMENT AND ENTREPRENEURSHIP: FACTORS AND DRIVERS:

Youth unemployment is increasingly recognized as one of the major issues with the potential to spread globally in the coming years, creating significant social and economic challenges for societies worldwide. Beyond traditional methods of generating employment opportunities, youth entrepreneurship is emerging as a promising solution. Encouraging young people to start and manage their own businesses not only helps reduce unemployment but also fosters innovation, economic growth, and community development. However, sustained, long-term global recognition and support for youth entrepreneurship are essential. With proper guidance, resources, and policy support, this field holds a bright and transformative future for the global economy.

- **Socio-Cultural Influences as Barriers to Entrepreneurship:** In many cultures, there is a prevailing expectation for young individuals to pursue education that equips them for traditional employment, enabling them to support their families. Economic constraints often compel families to prioritize job-seeking over entrepreneurial ventures. Additionally, certain social classes or castes may develop a bias towards specific professions, relegating entrepreneurship to a select few within society. In environments marked by high levels of youth discontent, rebellion, and violence—often stemming from economic hardship and cultural attitudes—young people may find themselves at a standstill, neither engaging in educational pursuits that could lead to employment nor exploring entrepreneurial opportunities due to overwhelming societal barriers.
- **Economic and Political Influences:** Unemployment poses a significant challenge in underdeveloped economies, disproportionately affecting the youth demographic. When economic conditions are poor, small entrepreneurs struggle to provide services that could stimulate growth and business activity. It is essential for any society to foster political commitment and focus on youth, creating an environment that encourages young people to dream and strive for their aspirations. Political will is crucial in igniting a youth revolution. Conversely, instability in the political landscape and the attitudes of political parties towards entrepreneurship can either facilitate or hinder the advancement of youth entrepreneurship.
- **Policy framework:** The country's framework and policies are vital in acknowledging and establishing a foundation for youth entrepreneurship. It is imperative to enact policies at the national, regional, and local levels that foster opportunities, provide support, and create a conducive environment for young entrepreneurs. To successfully advance and cultivate youth entrepreneurship,

policy initiatives should engage collaboration among the business, banking, education, and other pertinent sectors. In the absence of a robust policy framework, the prospects for youth innovation and development could be greatly impeded.

- **Support and Sponsorship from the Industry:** In every industry, the business sector primarily plays a crucial role in delivering support services and establishing new networks among companies. Similar to their contributions to social responsibility, industries can create a robust foundation to assist in the development of youth by offering support, guidance, and opportunities. Without a significant or active industrial enterprise, there is limited support for youth entrepreneurship within a community.
- **Educational Framework and Guidance:** The education systems in many countries today primarily focus on helping young individuals graduate with academic qualifications that prepare them for employment. However, there is often insufficient emphasis on cultivating leadership abilities, fostering awareness, and delivering entrepreneurship training. Recently, a growing number of colleges have started to introduce specialized courses and training programs in entrepreneurship. As a result, many students tend to avoid innovative thinking due to a lack of essential skills.
- **Financial and Business Assistance:** A significant challenge faced by entrepreneurs is the insufficient financial backing, funding, and mentorship required to launch a new venture. Many individuals attempting to start a business often resort to borrowing from family and friends or exhausting their personal savings. Eventually, this leads to financial strain, placing them in a precarious debt situation. It is essential for banking and financial resources to be readily available, which can only be achieved through proactive government involvement and support. While venture capitalists are increasingly funding new enterprises, access to such resources remains limited, leaving a large portion of the population without these opportunities.

### INITIATIVES FOR YOUNG ENTREPRENEURS IN INDIA:

Young people represent the core of any nation and play a crucial role in shaping its future. Therefore, nurturing their talents is essential. The Indian government has launched various initiatives, such as development programs and apprenticeship schemes, to ensure that the youth acquire the necessary skills for their growth.

- **Pradhan Mantri KaushalVikasYojana(PMKVY):**The PradhanMantriKaushalVikas Yojana (PMKVY) is a key program initiated by the Ministry of Skill Development & Entrepreneurship (MSDE) and is managed by the National Skill Development Corporation. This skill certification initiative aims to provide young individuals with opportunities to enroll in training relevant to their respective fields, thereby enhancing their chances of employment. Launched in 2015, the program seeks to empower the youth of the country by improving their skill sets.
- **CraftsmanTrainingScheme(CTS):** This program offers training courses for youth through a network of Industrial Training Institutes (ITI). Its objective is to enhance employment opportunities for young individuals while ensuring that the domestic sector has access to skilled workers across various trades.
- **Skill Strength for Industrial Value Enhancement(STRIVE):** The STRIVE initiative, supported by the World Bank, was introduced to enhance the quality and market appeal of skill development training programs within long-term vocational education. Its objectives include implementing institutional reforms and assisting organizations in delivering high-quality skill development

training.

- **Advanced Vocational Training Scheme(AVTS):** Established in 1977, the AVTS aims to improve and modernize the skill sets of workers within the service sector. This initiative was introduced in partnership with UNDP/ILO at six Advanced Training Institutes (ATIs) that were previously managed by DGE&T, along with 16 ITIs across 15 State Governments, which are now overseen by the Directorate General of Training (DGT) under the Ministry of Skill Development & Entrepreneurship. The program employs brief, modular courses ranging from one to six weeks to deliver training in targeted skill areas. Additionally, there are specialized programs designed to meet the specific needs of various industrial environments.
- **Pradhan MantriKaushal Kendra(PMKK):** The Skill India Mission, launched by the Indian government, has introduced this initiative aimed at establishing state-of-the-art training centers across the nation. At the PradhanMantriKaushalKendras, individuals can enroll in courses that are tailored to industry needs and focused on enhancing employability.

### EMERGINGTRENDSOFYOUNGENTREPRENEURSHIP:

It is encouraging to witness the increasing number of young individuals motivated to launch their own businesses, a sentiment shared by nearly every young Indian today. Nevertheless, the myriad challenges and complexities present in the ever-evolving business landscape mean that not all aspiring entrepreneurs will have a successful story to share. The viability of a startup relies not only on the founders' steadfast dedication but also on their ability to adapt to shifting market dynamics. In light of this, let us briefly explore some emerging entrepreneurial trends that are poised to transform the startup ecosystem in the years ahead.

- **The engagement of entrepreneurs in the Internet of Things (IOT):** The excitement around the Internet of Things (IOT) has been the most talked-about emergent trend in recent years, and it shows no signs of abating any time soon. In actuality, the ecosystem in and around it is presently evolving more quickly than ever. According to Fortune BusinessInsights'prediction, the IOT market would reach\$1Bby2026.
- **The Demand for Highly Specialized Skills is Increasing:** Greater specialization is essential to gaining an advantage in the fiercely competitive world of entrepreneurship today. It's a race to bring out the best in business owners and entrepreneurs in order to outperform the opposition. They don't hesitate to seek virtual assistants for assistance with administrative or other ancillary chores so they may concentrate on adding greater value intheirareaof expertise.
- **Emergence of the Gig Economy:** Gigs, or temporary employment arrangements, are a growing trend that both employees and employers find appealing due to the many benefits they offer. For business owners, this model is particularly attractive because they can take advantage of its flexibility and cost-saving benefits to reduce overhead expenses.
- **The Resurgence of Hyper-Local Businesses:** Businesses that are hyper-local focus on being distinctive rather than aspiring to be well-known. It is a trend that young business owners find appealing. Selling goods and services that are specifically relevant to their communities serves as their shared goal. This idea is inspiring anincreasingnumberof people to start enterprises.
- **Extensive Embrace of Transformative Technology:**
- The idea of entrepreneurship has long been intimately associated with disruptive technology and innovative concepts. After all, they serve as the basis for creative solutions.

- Disruptive technologies such as AI, block chain, AR/VR, and cloud technologies are being adopted by more and more enterprises due to their broad applications across industries. These technologies help firms maintain their competitive advantage while also improving customer experiences.

## CONCLUSION:

Entrepreneurs adapt to changing economic opportunities and trends by creating jobs, fostering innovation, and enhancing competition. There are additional positive externalities associated with entrepreneurship. When a young individual starts a new venture, they can provide educational or demonstrative benefits by serving as a role model for their peers. Both educated and uneducated youth should consider entrepreneurship as a viable path. A notable trend is the rise of young entrepreneurs, not only in developed countries but also in emerging markets like India. The Indian government is actively supporting this movement by implementing various employment generation programs aimed at increasing job opportunities for both educated and uneducated youth. It is essential to cultivate an environment where access to credit is primarily based on an individual's repayment capacity rather than collateral. Young entrepreneurs should also benefit from a clear and efficient registration process. Additionally, we can facilitate this by providing support packages that encompass education, financial resources, and mentorship.

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