

AN EMPIRICAL STUDY OF SCENARIO/PROBLEMS OF ENTREPRENEUR'S WITH THE PROMOTIONAL MEASURES TAKEN BY GOVERNMENT IN INDIA

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ABSTRACT

Entrepreneurship has already gained greater significance with its affects at global stage under changing economic scenario in India. Entrepreneurship, a private enterprise with aim to apply innovative and creative knowledge, inputs, sources to prepare talents, at every level along with thinking process. In India entrepreneurship has accelerated the growth and speed with respect to returns for men, money, machine, material, ideas, and thoughts. It can be use as a weapon against poverty, unemployment and financial crisis. According to the Global Entrepreneurship Monitor 2006, one out of ten Indians is engaged in entrepreneur business activity. It means approximately 13 % of working population in India is involved with this, while this around 6 % in China. Now new breed of entrepreneurs are using self made rules in the revolutionized way of business. They are totally different from ways and methods were being used before 20 years ago. India is growing at the rate of 10 % annually which created lots of opportunity for the business prospects for every class. So many studies have already been conducted in order to know the scenario of entrepreneurship with its conditions and stages. This study has focused on present condition and scenario of entrepreneurship in India with respect to the current Government policies for raising its level. Points have also been highlighted in this study which raise the problems are facing by the people for starting their business. In this study reports on entrepreneurs/data published by government/previous researches has been used as base for this study.

KEY WORDS: Entrepreneurship, Promotional Measures, Creativity, Innovation
