

Entrepreneur and Innovation

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Abstract

The most emerging and trending concept that is prevailing in over the country is Entrepreneurship and Innovation. It was existing since long, but now as we are moving into digital world innovation has stepped in nuke and corner of entrepreneurship. There are so many skill developments, self employment training programmes conducted online or through institutes.

It is called RUDSETI's. The main aim of these institutes is to assist the unemployed youth by creating larger ecosystem of employment. These training institutes directly or indirectly create an impact on the unemployed youth.

The unemployment percentage has increased to 7.9% or 35 million youth as per December 2021. However, our country stands in 86th rank under unemployment rate so to bridge the gap between the two, these effective trainings at macro level as an engine of growth and development. Many corporate companies have come forward to help the youth through various corporate social responsibility projects, filling the dearth of unemployment into employment successfully. So the corporate companies spend at least 2 % of its average net profit towards these trainings.

The concentration of these entrepreneurs and innovation have thrown a big ray on woman to make them stand independent in this competitive and aggressive world, where the entire universe is going for a change on every second, where people want to achieve their target with set goals and responsibilities.

This system of rural entrepreneurship has innovated with various schemes, sanghas, groups, and companies as startups.

Keywords: Youth, Unemployment, Woman, Innovation etc.

Introduction

The Government of India has taken great initiative like stand up India, start up India and digital India to eradicate unemployment.

The Ministry of Rural development has come up with regular employment or self employment through various skill development course or programs under RUDSETI's. The aim is to empower the youth who are at the bottom of the pyramid especially in rural India, through entrepreneurship which play's an influential role in the social and economic development of the country. This RUDSETI's came into existence in 2009 to provide a secure better future.

Many banks including the public sector banks have also extended their support to provide assistance guidance and credit linkage to the trainees. The training model is such that it is created with defined syllabus as per the requirement of youth's expectations.

Skilling has become the most required agenda for Government, industry, and academicians. The main aim of these training institutes is helping the trained candidates to create a business on their own and to handhold them at least for 2 years, to develop a entrepreneurial India is an herculean and challengeable task. The socio-economic profile of the trainees is also taken in consideration on priority basis.

Objectives

- To curb the awareness of innovation among the young minds.
- To throw the light on various skill development schemes.
- To make public know the importance of entrepreneurship and innovation.
- Developing motivation and positive attitude.

Scope of the Study

The various details collected for this topic can be spread throughout the country. The present study examines the Corporate Social responsibility of Bosch – Bridge in Karnataka and various Training institutes’ who have come forwards with schemes available , to nurture the survivors , by relying on self-employment, the study make an attempt to evaluate training programs, participation or share of weaker sections in the training programs conducted and the financial assistance facilitated.

Methodology

The methodology adopted is the primary data collected from the training institutes with special reference to Bosch.

Limitation of the Study

This information is restricted to the limits of K. G.F for its ground study.

Analysis and Discussion

When we consulted the studies covering the aspects of age, gender and education, family structure, marital status. Family’s income, caste or religion, sources of credit are considered to be specific socio- economic and demographic traits. In one of the particular study in 2010, which slowed the interrelationship between the age of entrepreneurs and their ability, dedication and involvement in a profession.

According to Kumar in 2016, we found that the total trainees, 33% were in the age group of 41-60 years. It also noted about the marital status of the trainers, almost 89 to 90% of them are married, almost 10 to 12% are unmarried. In Karnataka close to 71% are male trainers and about 50 to 60% of crowd are not educated..

Another study shows that the 82% were married trainees with their secondary level of education only, people with higher education background looked into the employment circle, those who were not able to continue to education dropped themselves in entrepreneurship. So RSETI’s concentrates more on young activities among young minds aged 18 to 35 yrs especially from SC/ST/OBC..

Bosch BRIDGE- it stands for Bosch Response to India’s Development and Growth through Employability Enhancement

Empowerment

Women are the real contributors of RSETI’s institutions; primary data for the study was collected through interactions with director’s trainees, facilitators of the institutes. The study also finds the impact of EDP on women empowerment based on five indicators-welfare accesses for

information and services, participation in decision making, awareness of self and Environment. Several suggestions and strategies that the institutes could adopt to improve their training methods, support services and rate of settlement were also recommended one of the study conducted in K.G.F.

Bosch bridge engagement centre played a crucial role in empowering women in rural areas through self employment and training entrepreneurship, and wage employment programs.

One of most renowned co., Bosch has come up with social engagement programs as their corporate social responsibility. They set up a training centre at every Higher Education Institutions (HEI) and other training centre. Their target group is to mobilize student dropouts from 10th 12th and diploma courses. This training includes soft skills program which explores the talent of young minds. The training is executed by well trained trainers who undergo training from parent co., at various levels with well designed curriculum and technical specs.

They are capable to create new intellectual minds to face the corporate world. Special attention is given to girls who are drop out and want to survive with respect The courses are designed with innovative modules and hands on experience topics and activities and assignment s are given to them based on the need of the hour. So the women are ready to face the professional challenges. The percentage of females is more in number compared to the male.

Keeping in mind the pandemic situations in order to help the survivors Apart from the regular courses, courses like GDA- General Duty Assistant tied up with various hospitals like Apollo Med Skills and others and paramedical course- Care Giver were introduced by Bosch Bridge after understanding the need of health issues prevailing every second post pandemic. Keeping in mind the health and wellness these courses are trained by certified trainer nurses with skills and knowledge, labs/experiments are carried on.

Around 75% of the female candidates got benefited out of this, our institution Sri Bhagawan Mahaveer Jain College received this training and it is considered as the efficient model centre in the entire Karnataka. Since 2017, and two major course of GDA and Care Giver were successful in 2019-20 and 2020-21. They concentrate on various fields like front office, back office assistants, clerical jobs, computer accounting, make up courses, tailoring, technical courses, artisan courses etc.

Success Rate or Settlement %

This is an entire PAN India project. The success rate is witnessed across the country. Around 90% of the students go through the placement and 10% of candidates opt for higher education.

If we see the success rate the MGNRE's has recognized this job and has awarded . It has now become the MHRD projects PAN India.

There are other RSETI's who have risen to the sun to help the poor and the down trodden. There are around 587 institutes. These institutes follow various schemes introduced by Government. The self help group have come forward to help these young entrepreneurs in running their business. It was first established in Bangladesh by providing loan amounts small in number and it is recovered on weekly or monthly basis, with or without interest. As the incubation cost involved in opening an new set up for an entrepreneur involves less cost or no cost from an minimum amount of 500 to 1000.

Various banks Like DCC- District Credit Cooperative banks, RRB- Regional Rural banks, Sthri Shakthi sanghas, join hands in helping the woman and others.

Interpretation

Out of the total RSETI's Bosch Bridge stands at the top most among all CSR projects. There are other schemes which help the young entrepreneurs.

- RSETI's Pariwar India has gained milestone in their achievement. Dr. D. Veerendra Heggade in this pariwar was awarded the highest honor of Padmavibhushana award in Karnataka.
- DR. O.P Goel, CEO and founder of Bosch Bridge Skill India was awarded for his continuous service in the field of skilling.
- Pradhan Mantri Koushal Vikas Yojana-2016, Concentrates on skill enhancement particularly technical aspects for the youth.
- Athmanirbar Bharath schemes for transformation of India in digital platforms were set up exclusively for youth entrepreneurs, young aspirants, for new start ups.
- Mudra Yojana for all entrepreneurs: it has three wings like Shishu, Kishore and Tarun.
- Shishu- 5000 to 50000
- Kishore- 50000 and above
- Tarun- 500000 to 1000000.

Conclusion

The various schemes provided by the Government are reaching the people at a greater phase. They are able to make use of these opportunities. Local Authorities have made sure that these programs given under skill development schemes must reach the general public at greater speed.

Various advertisements through newspaper, pamphlets, sign board, social media, and print media are at greater level of channels to reach the youth.

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