Unleashing the Entrepreneurial Spirit: An Analysis of Government Programs and their Impact on Entrepreneurship Education in India

Adil Ellikkal
Research Scholar, Alagappa Institute of Management
Alagappa University, Karaikudi, Tamil Nadu, India

S. Rajamohan
Senior Professor and Director, Alagappa Institute of Management
Alagappa University, Karikudi, Tamil Nadu, India

Abstract
This article investigates the role of government programs in fostering entrepreneurship education in India, exploring the different forms that entrepreneurship education can take and the benefits it can provide to individuals and society. With a focus on classroom-based courses, mentorship programs, and startup accelerators, we examine how these initiatives can be used to promote a culture of entrepreneurship in India. We also assess the effectiveness of government programs in supporting the growth of new businesses and encouraging entrepreneurial activity in the country. By providing a comprehensive overview of entrepreneurship education in India, this article aims to shed light on the ways in which government programs can contribute to economic and social development and offer recommendations for how these initiatives can be improved to better support entrepreneurship education in India.
Keywords: Entrepreneurship Education, Economic Development, Start-Ups, Government Programs

Introduction

Entrepreneurship has become an increasingly popular career choice in India in recent years, driven by a growing number of ambitious individuals seeking to start their own businesses and create new opportunities for themselves and others. However, the path to entrepreneurship is often fraught with challenges, including limited access to funding, a lack of mentorship and support, and cultural attitudes that discourage risk-taking and innovation. To address these challenges, the Indian government has launched a range of programs aimed at promoting entrepreneurship education, from classroom-based courses to mentorship programs and startup accelerators. These initiatives are designed to equip aspiring entrepreneurs with the skills, knowledge, and resources they need to succeed in today's competitive business environment. But what impact have these government programs had on entrepreneurship education in India? Have they been successful in fostering a culture of entrepreneurship and supporting the growth of new businesses?

In this article, we investigate the role of government programs in promoting entrepreneurship education in India, exploring their goals, strategies, and outcomes, as well as the challenges and opportunities they face in achieving their objectives. We will also offer recommendations for how these programs can be improved to better support entrepreneurship education and promote economic growth and social development in India.

Overview of Entrepreneurship Education

Entrepreneurship education has become increasingly popular in recent years, as more individuals are interested in starting their own businesses and creating new opportunities for themselves and others (Kuckertz & Wagner, 2010). Entrepreneurship education programs provide students with the skills, knowledge, and resources they need to become successful entrepreneurs, including how to identify and evaluate business opportunities, develop business plans, raise capital, and manage a growing enterprise (Katz, 2003). One of the primary goals of entrepreneurship education is to promote innovation and economic growth, both at the individual and societal levels. By equipping individuals with the tools and knowledge they need to start and grow their own businesses, entrepreneurship education programs can help spur new job creation and generate economic value for communities (Saeed, Yousafzai, & Englis, 2015).

However, entrepreneurship education programs also face several challenges, including limited resources and access to funding, a lack of trained faculty, and a shortage of practical, real-world learning experiences (Mwasalwiba, 2010). To address these challenges, many entrepreneurship education programs are working to build stronger partnerships with industry and community organizations, leverage online and blended learning platforms, and create experiential learning opportunities through incubators, accelerators, and other entrepreneurial support programs (Baron, 2004). Overall, entrepreneurship education has the potential to play a critical role in promoting innovation, economic growth, and social development, both in India and around the world. By equipping individuals with the skills and knowledge they need to succeed as entrepreneurs, entrepreneurship education programs can help to create a more diverse, dynamic, and resilient economy, with new opportunities for innovation and social impact.

Entrepreneurship Education in India

Entrepreneurship education in India is gaining momentum due to the growing need for job creation and innovation. India has a vast entrepreneurial potential, with a large number of start-ups emerging each year. However, many start-ups fail due to a lack of entrepreneurial skills and knowledge. Entrepreneurship education in India aims to address this gap by equipping aspiring entrepreneurs with the necessary skills, knowledge, and competencies required to start and manage successful businesses. According to Lather and Singh (2018), entrepreneurship education is critical to developing the skills, knowledge, and attitudes necessary for success in the modern business world. Different forms of entrepreneurship education exist in India, including classroom-based courses, mentorship programs, and startup accelerators. Classroom-based courses provide students with fundamental business planning and management skills, while mentorship programs offer guidance and support from experienced entrepreneurs. Startup accelerators provide start-ups with resources, networking opportunities, and mentorship to help them grow and scale. Entrepreneurship education in India has the potential to benefit individuals and society by promoting innovation, creating jobs, and encouraging economic growth. Government programs, such as the Startup India program, have been instrumental in promoting entrepreneurship education in India and supporting the growth of new businesses. Priti Kaushik and Nishtha Langer's (2019) literature review on entrepreneurship education in India suggests that there is a growing interest in entrepreneurship in the country. The review highlights the crucial role of entrepreneurship education in providing aspiring entrepreneurs with the necessary knowledge and skills to succeed in today's competitive business environment. The authors also emphasize the importance of government initiatives to support entrepreneurship education, particularly in providing funding, mentorship, and other resources.

Existing Forms of Entrepreneurship Education in India

Entrepreneurship education has gained significant attention in India in recent years as a means of promoting economic growth and job creation. According to Amanat and Rizvi (2017), it is essential to integrate entrepreneurship education into the educational curriculum at all levels to cultivate an entrepreneurial mindset among students

and equip them with the skills and knowledge required to initiate and manage their own ventures. Similarly, Gupta, Ray, and Sengupta (2019) argue that entrepreneurship education should be integrated into the education system at all levels, and not just limited to higher education, with a focus on practical skills such as networking, business planning, and marketing, in addition to theoretical knowledge. Despite challenges such as a lack of infrastructure and resources, there has been significant progress in promoting entrepreneurship education in India through various government initiatives and private sector partnerships. Entrepreneurship education in India offers a range of options for individuals to acquire the knowledge, skills, and resources required to start and grow successful businesses (Singh Lather and Singh, 2021). Table 1 presents a diverse array of entrepreneurship education opportunities that are currently accessible in India.

Table 1 Several Forms of Entrepreneurship Education Currently Available in India

S.No	Forms of entrepreneurship education	Description
1	Formal University Programs	Many universities in India offer formal entrepreneurship education programs, including undergraduate and postgraduate degrees in entrepreneurship.
2	Skill Development Programs	The Indian government has launched various skill development programs, including entrepreneurship development programs, aimed at equipping individuals with the skills and knowledge required to start and manage businesses.
3	Incubators and Accelerators	Business incubators and accelerators offer resources and support to entrepreneurs, such as mentorship, networking opportunities, access to funding, and workspace.
4	Online Courses and MOOCs	Online courses and massive open online courses (MOOCs) provide individuals with the flexibility to learn at their own pace and from any location with an internet connection.
5	Entrepreneurship Development Cells (EDCs)	EDCs are units within academic institutions that promote and support entrepreneurship activities among students and faculty members.
6	Workshops and Conferences	Various organizations, including industry associations and government bodies, organize workshops and conferences aimed at promoting entrepreneurship and providing a platform for entrepreneurs to network and learn.
7	Entrepreneurship Competitions	Entrepreneurship competitions are organized by various organizations, including universities, business incubators, and industry associations, to encourage entrepreneurial spirit and provide opportunities for aspiring entrepreneurs to showcase their ideas.

Government Programs Supporting Entrepreneurship Education in India

The Indian government has initiated several programs to support entrepreneurship education in the country. The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is one such flagship scheme aimed at providing skill development training to the youth in various sectors, including entrepreneurship-related skills (Ministry of Skill Development and Entrepreneurship, 2021). Similarly, the National Skill Development Corporation (NSDC) has set up numerous skill development centers across India to promote entrepreneurship among the youth (Gupta, Ray, & Sengupta, 2019). The Atal Innovation Mission (AIM) is another significant government program launched in 2015 to promote a culture of innovation and entrepreneurship among students. AIM offers initiatives such as Atal Tinkering Labs, Atal Incubation Centers, and Atal New India Challenges that help students to develop

innovative solutions and turn their ideas into viable businesses (NITI Aayog, 2021). These government initiatives provide a conducive environment for entrepreneurship education and have the potential to create a significant impact on India's economic growth and development.

Some of the notable programs are given below:

Impact of Government Programs Supporting Entrepreneurship Education in India

The government programs have played a significant role in promoting entrepreneurship education and supporting the growth of start-ups and small businesses in India. They have provided aspiring entrepreneurs with access to funding, mentorship, and other resources required to start and grow successful businesses. The table 2 highlight the significant impact of the Atal Innovation Mission in promoting innovation and entrepreneurship in India and supporting the growth of the Indian startup ecosystem.

Table 2 Impact of Atal Innovation Mission (AIM)

S.No	Programmes	Outcome
1	Atal Tinkering Labs (ATLs)	As of September 2021, AIM has established over 8,500 ATLs in schools across India, benefiting over 4 million students. These labs have helped students develop innovative projects, and several of them have won national and international awards.
2	Atal Incubation Centers (AICs)	AIM has set up over 100 AICs across India, which have supported over 1,300 startups. These startups have collectively raised over Rs. 2,000 crores (approx. $270 million) in funding and have created over 20,000 jobs.
3	Atal Community Innovation Centers (ACICs)	AIM has established over 200 ACICs in rural areas across India, which have supported over 1,000 entrepreneurs. These centers have helped rural entrepreneurs develop innovative solutions to local problems and have generated livelihood opportunities in rural areas.
4	Atal Innovation Mission Fund	The Atal Innovation Mission Fund has a corpus of Rs. 10,000 crores (approx. $1.3 billion) and provides funding support to startups at various stages of their development. As of September 2021, the fund has supported over 1,100 startups with funding.

Make in India is an initiative launched by the Government of India in 2014 to promote manufacturing and boost the country's economic growth. The table 3 highlight the impact of Make in India in promoting manufacturing, attracting investment, and creating employment opportunities in India.

Table 3 Impact of Make in India Programme

S.No	Programmes	Outcome
1	Increase in FDI	Make in India has helped to attract foreign direct investment (FDI) into India. According to data from the Ministry of Commerce and Industry, India has attracted FDI worth $144 billion between 2014 and 2020, compared to $116 billion in the preceding six-year period (2008-2014).
2	Increase in manufacturing output	Make in India has also led to an increase in the country's manufacturing output. According to data from the Central Statistics Office, the share of manufacturing in India's GDP increased from 14.9% in 2014 to 17.4% in 2019.
3	Increase in employment	Make in India has generated employment opportunities in the manufacturing sector. According to data from the National Sample Survey Office, the number of people employed in the manufacturing sector increased from 51.1 million in 2011-12 to 54.1 million in 2017-18.
4	Sector-wise impact	Make in India has had a positive impact on various sectors. The initiative has helped India become the world's second-largest mobile phone manufacturer, with companies like Samsung, Apple, and Xiaomi setting up manufacturing facilities in the country. Similarly, the initiative has led to the growth of the automobile sector, with companies like Kia, MG Motors, and Tesla announcing plans to set up manufacturing facilities in India.

The Pradhan Mantri Mudra Yojana (PMMY) is a flagship scheme of the Government of India launched in 2015 to provide financial assistance to small and micro-enterprises. The table 4 highlight the impact of PMMY in providing financial assistance to small and micro-enterprises, generating employment opportunities, and promoting entrepreneurship in India.

Table 4 Impact of Pradhan Mantri Mudra Yojana (PMMY)

S.No	Programmes	Outcome
1	Loans disbursed	As of March 2021, over 30 crore loans amounting to more than Rs. 16.75 lakh crore (approx. $225 billion) have been disbursed under PMMY since its launch. This has benefited a large number of small and micro-enterprises across various sectors.
2	Beneficiaries	PMMY has provided financial assistance to a large number of beneficiaries. According to the Ministry of Finance, around 70% of the beneficiaries under PMMY are women, and around 40% are from backward or underprivileged sections of society.
3	Employment generation	PMMY has helped generate employment opportunities. According to a study by the Ministry of Labour and Employment, the Mudra scheme has generated over 5.5 crore jobs since its launch.
4	Sector-wise impact	PMMY has had a positive impact on various sectors. According to the Ministry of Finance, the scheme has supported businesses in sectors such as manufacturing, trading, and services. The scheme has also supported businesses in the agriculture and allied sectors.

Digital India is an initiative launched by the Government of India in 2015 to promote the use of technology and digitization in various sectors. The table 5 highlight the impact of Digital India in promoting internet penetration, digital infrastructure, e-transactions, and employment generation in India.

Table 5 Impact of Digital India Programme

S.No	Programmes	Outcome
1	Increase in internet penetration	Digital India has helped increase internet penetration in the country. According to data from the Telecom Regulatory Authority of India, the number of internet subscribers in India increased from 251 million in 2014 to 792 million in 2020, representing a growth rate of over 215%.
2	Increase in digital infrastructure	Digital India has also led to an increase in digital infrastructure in the country. According to the Ministry of Electronics and Information Technology, the number of common service centers (CSCs) in the country has increased from around 84,000 in 2014 to over 4 lakh in 2021. These CSCs provide various government services to citizens.
3	Increase in e-transactions	Digital India has also led to an increase in e-transactions in the country. According to data from the Reserve Bank of India, the volume of digital transactions in India increased from around 5.4 billion in 2014 to over 70 billion in 2020.
4	Sector-wise impact	Digital India has had a positive impact on various sectors. The initiative has helped improve the efficiency and transparency of various government services, including the provision of passports, income tax filing, and payment of government bills. It has also led to the growth of the e-commerce sector and the adoption of digital payment methods.
5	Employment generation	Digital India has helped generate employment opportunities in the IT and digital sectors. According to a report by the National Association of Software and Services Companies (NASSCOM), the IT industry in India generated over 4.5 million direct jobs in 2020.

Start-up India is an initiative launched by the Government of India in 2016 to promote entrepreneurship and support start-ups in the country. The table 6 highlight the impact of Start-up India in promoting entrepreneurship, employment generation, investment, and innovation in India.

Table 6 Impact of Start-up India Programme

S.No	Programmes	Outcome
1	Increase in start-ups	Start-up India has led to an increase in the number of start-ups in the country. According to the Ministry of Commerce and Industry, India had over 50,000 recognized start-ups as of April 2021. The number of start-ups in India has grown at a compound annual growth rate (CAGR) of around 12% between 2014 and 2021.
2	Employment generation	Start-up India has helped generate employment opportunities in the country. According to a report by the National Association of Software and Services Companies (NASSCOM), start-ups in India have created over 60,000 direct jobs in 2020 alone.
3	Investment	Start-up India has attracted significant investment in the country's start-up ecosystem. According to data from Venture Intelligence, start-ups in India raised over $14 billion in funding across 1,818 deals in 2020. This represents an increase of around 14% in funding and around 3% in the number of deals compared to the previous year.

| 4 | Sector-wise impact | Start-up India has had a positive impact on various sectors. According to the Ministry of Commerce and Industry, start-ups in India are predominantly focused on technology, healthcare, and education. The initiative has also helped promote innovation in sectors such as agriculture, energy, and transportation. |

The National Skill Development Corporation (NSDC) is a not-for-profit public-private partnership organization that aims to promote skill development in India. The table 7 highlight the impact of NSDC in promoting skill development, job placement, and industry partnerships in India.

Table 7 Impact of Start-up India Programme

S.No	Programmes	Outcome
1	Skill training	Since its inception in 2009, NSDC has trained over 2.8 crore people in various skills and trades, as of March 2021.
2	Placement	NSDC has helped place over 1.5 crore people in various jobs, as of March 2021. The organization works closely with various industries and employers to provide placement opportunities to its trainees.
3	Sector-wise impact	NSDC has had a positive impact on various sectors. According to the organization's annual report for 2019-20, the top five sectors with the highest number of trainees were beauty and wellness, electronics and hardware, retail, healthcare, and textiles.
4	Industry partnerships	NSDC works closely with various industries to design and implement skill development programs. As of March 2021, the organization has over 350 industry partners across various sectors.

Impact of Entrepreneurship Education on Individuals, Communities, And The Economy

Entrepreneurship education has emerged as a promising tool for promoting economic growth, social development, and individual empowerment. By equipping individuals with the skills, knowledge, and resources they need to start and grow their own businesses, entrepreneurship education programs can help to create new job opportunities, generate economic value, and foster a culture of innovation and creativity. Moreover, entrepreneurship education has the potential to impact not only individuals but also communities and the economy as a whole. Through the creation of new businesses, entrepreneurs can drive local and regional economic development, create new products and services, and enhance the competitiveness of the wider economy. Here are some ways in which entrepreneurship education can make a positive impact:
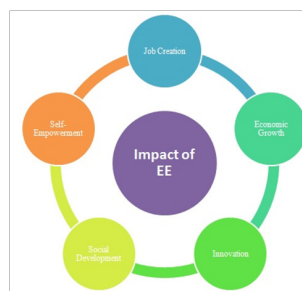
Figure 1 Impact of EE on Individuals, Communities, and the Economy

Job Creation: Entrepreneurship education enables individuals to start and manage their own businesses. This creates job opportunities not only for themselves but also for others in the community. This, in turn, contributes to the reduction of unemployment rates in the country.

Economic Growth: Entrepreneurship education promotes the creation of new businesses, which drives economic growth. The new businesses generate revenue, pay taxes, and contribute to the overall development of the economy.

Innovation: Entrepreneurship education fosters creativity and innovation, which is critical

for developing new products and services that meet the needs of consumers. This contributes to the growth of the country's technological and economic infrastructure.

Social Development: Entrepreneurship education can have a positive impact on social development. As new businesses emerge, they create opportunities for social and environmental initiatives that address various social issues, such as poverty and education.

Self-Empowerment: Entrepreneurship education empowers individuals to take control of their own financial future and achieve economic self-sufficiency. It enables them to take charge of their lives and become self-reliant, which is essential for overall personal growth and development.

Role of Institutions and Organizations in Entrepreneurship Education

Educational institutions, such as universities and colleges, play a critical role in providing formal education and training programs in entrepreneurship. Many educational institutions in India have started offering specialized courses and programs in entrepreneurship to equip students with the necessary skills and knowledge to start and run successful businesses. These institutions also provide access for funding, incubation centers, and mentorship programs for their students and alumni. NGOs also play a significant role in promoting entrepreneurship education in India. Many NGOs work towards creating awareness about entrepreneurship among marginalized communities and provide access to training and support services to help them start and grow their businesses. They also collaborate with government agencies and private organizations to design and implement entrepreneurship programs and initiatives. The private sector, particularly large corporations and successful entrepreneurs, can also play a vital role in supporting entrepreneurship education in India. Private sector organizations can provide financial support, mentorship, and networking opportunities to aspiring entrepreneurs. They can collaborate with educational institutions and NGOs to create incubation centers, accelerators, and other support structures to help start-ups to grow. In conclusion, the partnership between educational institutions, NGOs, and the private sector can play a critical role in creating a thriving entrepreneurial ecosystem in India. The collective efforts of these stakeholders can help address the challenges facing entrepreneurship education in India and unlock the potential of the country's youth and innovative spirit.

Challenges and Opportunities in Entrepreneurship Education

Entrepreneurship education in India is gaining increasing attention as a key driver of economic growth and job creation. However, like any emerging field, it faces several challenges as well as opportunities. One of the biggest challenges is access to funding, especially for early-stage start-ups. Despite the presence of several government programs and initiatives, the lack of adequate funding options remains a significant impediment to entrepreneurship education in India. Langer and Singh (2021) emphasize the importance of entrepreneurship education in India, especially given the growing number of ambitious individuals seeking to start their own businesses and create new opportunities for themselves and others. However, they also acknowledge the challenges faced by aspiring entrepreneurs, such as limited access to funding, a lack of mentorship and support, and cultural attitudes that discourage risk-taking and innovation.

Another challenge is the lack of infrastructure, especially in rural areas, where most of the population resides. Access to basic amenities such as electricity, internet connectivity, and transportation can be a major barrier for starting and growing a business. In addition, cultural attitudes towards risk-taking and failure can also act as a hindrance. The fear of failure often discourages potential entrepreneurs from pursuing their dreams, especially in conservative communities. However, there are also many opportunities for entrepreneurship education in India. With the rise of the digital economy, there is an increasing demand for technology-driven start-ups that can solve pressing societal problems. The government is also taking steps to bridge the infrastructure gap by promoting the development of smart cities and other initiatives. Furthermore, there is a growing ecosystem of support services

for start-ups, including incubators, accelerators, and mentorship programs, that can provide guidance and support to the aspiring entrepreneurs.

Recommendations for Government Support in Fostering Entrepreneurship Education

Entrepreneurship education is increasingly recognized as a vital tool for promoting economic growth, job creation, and social development in India. With a burgeoning population and an ever-increasing demand for employment opportunities, entrepreneurship has become a critical pathway for individuals to create their own businesses and generate new economic value. However, several barriers continue to hinder the development of a strong entrepreneurial ecosystem in India, including limited funding, a lack of infrastructure, and cultural attitudes towards risk-taking and failure. To address these challenges, the government needs to take a more active role in promoting entrepreneurship education and supporting the growth of new businesses. This article will explore some of the key strategies that the government can use to foster entrepreneurship education in India, including increasing funding for programs, strengthening infrastructure, enhancing mentorship programs, encouraging risk-taking and failure, and promoting public-private partnerships. By implementing these strategies, the government can help create a more vibrant, dynamic, and sustainable entrepreneurial ecosystem in India, with new opportunities for economic and social development. Here are some recommendations for improving government programs to better support entrepreneurship education in India:

Increase Funding: The government should increase funding for entrepreneurship education programs, particularly in rural and underprivileged areas where access to funding is limited.

Strengthen Infrastructure: The government should invest in developing entrepreneurship centers, incubators, and accelerators, and provide access to modern technology and equipment.

Enhance Mentorship Programs: Mentorship is an essential part of entrepreneurship education. The government should focus on developing mentorship programs that connect entrepreneurs with experienced mentors who can guide and support them throughout their entrepreneurial journey.

Encourage Risk-taking and Failure: Cultural attitudes towards risk-taking and failure need to change to encourage more people to pursue entrepreneurship. The government should launch campaigns that promote the idea of taking risks and not fearing failure.

Promote Public-Private Partnerships: The government should collaborate with private companies, educational institutions, and NGOs to promote entrepreneurship education in India. These partnerships can help bring in new resources and innovative ideas to support entrepreneurship education.

By implementing these recommendations, the government can better support entrepreneurship education in India, and create a more conducive environment for entrepreneurs to thrive.

Conclusion

This article sheds light on the importance of entrepreneurship education in India and how government programs can play a crucial role in supporting it. The article highlights the different forms of entrepreneurship education and the challenges and opportunities associated with it. It underscores the critical role of educational institutions, NGOs, and the private sector in promoting entrepreneurship education and the potential of government programs such as Atal Innovation Mission, Startup India, and Make in India in fostering economic growth and social development in the country. The recommendations offered in the article for improving government programs to better support entrepreneurship education call for continued efforts to promote it in India.

Acknowledgements

References

Amanat, S., and T. Rizvi. "The Role of Entrepreneurship Education in Economic Development: A Case Study of India." *Journal of Entrepreneurship Education*, 2017.

Atal Innovation Mission. NITI Aayog, https://aim.gov.in

Baron, Robert A. "The Cognitive Perspective: A Valuable Tool for Answering Entrepreneurship's Basic "Why" Questions." *Journal of Business Venturing*, vol. 19, no. 2, 2004, pp. 221-39.

Gupta, N., et al. "Entrepreneurship Education and Training in India: Insights from the Global Entrepreneurship Monitor." *South Asian Journal of Management*, 2019.

Katz, Jerome A. "The Chronology and Intellectual Trajectory of American Entrepreneurship Education: 1876-1999." *Journal of Business Venturing*, vol. 18, no. 2, 2003, pp. 283-300.

Kaushik, P., and N. Langer. "Entrepreneurship Education in India: A Literature Review." *Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology*, 2019.

Kuckertz, Andreas, and Marcus Wagner. "The Influence of Sustainability Orientation on Entrepreneurial Intentions: Investigating the Role of Business Experience." *Journal of Business Venturing*, vol. 25, no. 5, 2010, pp. 524-39.

Langer, N., and D. Singh. "From the Classroom to the Boardroom: Investigating the Role of Government Programs in Fostering Entrepreneurship Education in India." *Journal of Entrepreneurship Education*, 2021.

Lather, A. S., and M. Singh. "Entrepreneurship Education in Indian Higher Education Institutions: A Case Study." *Education and Information Technologies*, 2018.

Mwasalwiba, Ernest Samwel. "Entrepreneurship Education: A Review of its Objectives, Teaching Methods, and Impact Indicators." *Education and Training*, vol. 52, no. 1, 2010, pp. 20-47.

Saeed, S., et al. "Entrepreneurial Intentions: The Role of Individual and Environmental Factors." *Journal of Entrepreneurship*, 2015.

Author Details

Adil Ellikkal, *Research Scholar, Alagappa Institute of Management, Alagappa University, Karaikudi, Tamil Nadu, India,* **Email ID***: Adhilvengara@gmail.com*

Dr. S. Rajamohan, *Senior Professor and Director, Alagappa Institute of Management, Alagappa University, Karikudi, Tamil Nadu, India,* **Email ID***: srajamohan1988@gmail.com*