

# Entrepreneurship Development in India from Youth's Perspective

**Neelam Bhavesh Dixit**

Assistant Professor, BMS Department

Thakur Shyamnarayan Degree College, Kandivali, India

**Abstract:** *Entrepreneurship is a critical driver of economic development, acting as a foundation for employment generation, technological innovation, industrial growth, rural upliftment, and overall national progress. In a rapidly developing country like India, where the population is growing and job opportunities remain limited, entrepreneurship has become not just a solution but a necessity. While extensive research has explored entrepreneurship in the Indian context, there is a noticeable lack of focus on youth entrepreneurship—despite young people being the most dynamic and affected segment of the population. Entrepreneurship today is not merely about starting a business; for the youth, it is about creating meaningful careers, gaining social recognition, and contributing to economic resilience. Yet, many young aspiring entrepreneurs face persistent challenges such as limited access to funding, mentorship gaps, lack of entrepreneurial education, and policy hurdles. This research aims to bridge the existing gap by examining entrepreneurship development in India through the lens of youth. It explores the motivations, roles, and impact of young entrepreneurs on the Indian economy, while also identifying the barriers they face. The paper emphasizes the need for a supportive ecosystem that fosters innovation, risk-taking, and long-term sustainability. By understanding the unique perspective of Indian youth, this study hopes to inform policy, encourage institutional support, and inspire a shift in how entrepreneurship is promoted across the country. Empowering young individuals to pursue entrepreneurial ventures is not only vital for addressing unemployment and boosting economic growth—it is essential for shaping a future-ready India that can stand strong in the global economic arena*

**Keywords:** Entrepreneurship, Income, Unemployment, Young Entrepreneurs, Economic Development

## I. INTRODUCTION

India's demographic dividend, with a huge and increasing youth population, is an opportunity for reshaping the country's economic path. With regular job-generating sectors unable to create enough employment opportunities, entrepreneurship has become a vital substitute, particularly among youth aspiring for self-reliance, creativity, and economic independence. Entrepreneurs shape the economic destiny of countries by creating wealth and employment, offering products and services, and generating taxes. Entrepreneurship is a catalyst for economic prosperity as it contributes to employment generation, rural development, industrialization, technological progress, and infrastructural development. Young people, in particular, view entrepreneurship as a viable alternative amidst limited job opportunities. However, they face various challenges such as lack of funding, limited knowledge, societal constraints, and legal barriers. This paper aims to define these challenges and offer suggestions for enhancing youth entrepreneurship in India.

Entrepreneurs are responsible for driving economic activity as they generate innovation, create employment opportunities, and add to GDP. Youth entrepreneurship not only solves the unemployment problem, but it also leverages the new ideas and technological sophistication of the new generation. The extent, advantages, and shortcomings of entrepreneurship in India driven by young people are discussed in this paper by examining trends and findings from secondary data sources, thus casting insight into socio-economic determinants of young entrepreneurs of today. In addition, the arrival of digital platforms and inexpensive internet connectivity has enabled young entrepreneurs with unparalleled tools to conceptualize, start, and grow businesses from even distant places.



Social media, online commerce, and mobile technologies have made the level playing field possible, allowing young people to access global markets and acquire customer bases with little capital outlay. Also, the emergence of gig and freelance economies has altered employment trends, with numerous young Indians choosing project-based employment over traditional jobs. This shift is indicative of larger socio-cultural transformations wherein values of autonomy, purpose, and innovation are taking over from the traditional quest for job security. However, to tap fully into this momentum, a more inclusive environment is needed—one with regional language enablement, targeted outreach, and adaptive policies that bridge the entrepreneurial divide between the urban and rural areas.

## II. LITERATURE REVIEW

While a significant body of work has been published on entrepreneurship development in India, relatively few studies focus specifically on youth entrepreneurship. For this paper, over 50 articles, relevant books, and newspaper features were analyzed. The aim was to understand the motivations, obstacles, and overall role of youth in India's entrepreneurial ecosystem.

## III. DATA COLLECTION & ANALYSIS

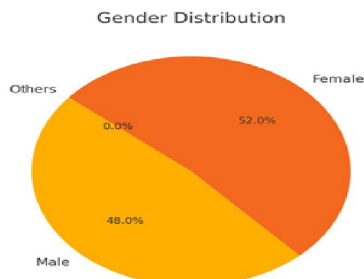
Data for this study was collected using both primary and secondary methods:

- Primary Data: Collected through survey with 50 youth respondents.
- Secondary Data: Sourced from official publications, research articles, policy documents, and organizational reports from the likes of NITI Aayog, GEM, and NASSCOM.

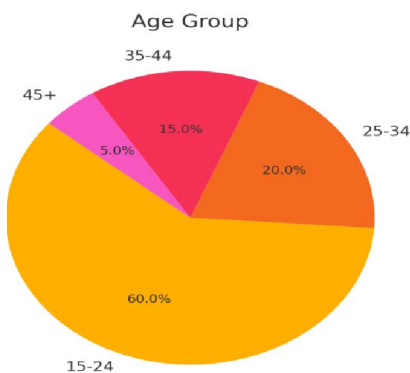
The data was analyzed to pick out trends and observations on young people's engagement in entrepreneurial ventures, the adequacy of existing support mechanisms, and the wider policy climate of India. Comparative analyses with international standards were also reviewed to assess India's standing and suggest strategic interventions. In addition, the analysis of data brought out regional variations in entrepreneurial participation, where youth in urban areas have better access to start-up opportunities than their rural counterparts. Socio-economic status and education access also came out as key determinants of entrepreneurial participation. Moreover, gender analysis indicated that female youth are confronted with aggravated challenges by virtue of societal expectations and restricted access to funding and networks. The study also observed the increasing role of social entrepreneurship among young people, especially in tackling local environmental and social problems. Efforts by non-governmental organizations and private sector incubators have played a key role in developing early-stage businesses. Lastly, the results highlight the importance of evidence-based policy measures that are region-specific, gender-neutral, and responsive to the changing digital economy.

## IV. RESEARCH METHODOLOGY

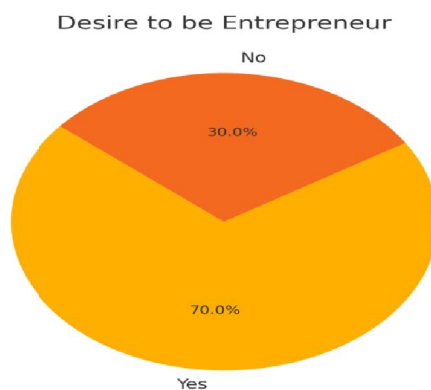
### 1. Gender Distribution



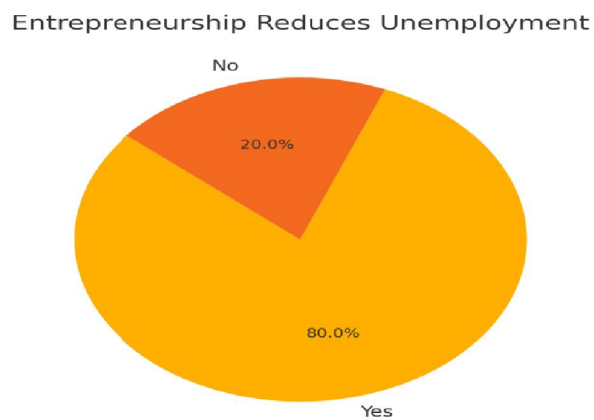
## 2. Age Group



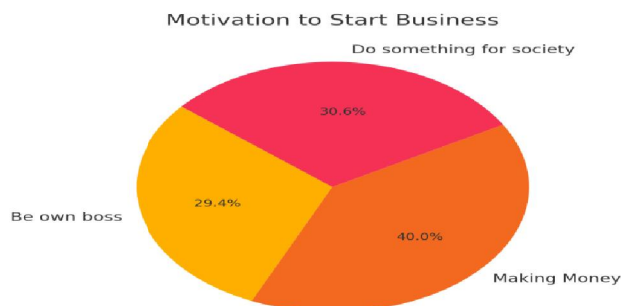
## 3. Desire to be an Entrepreneur



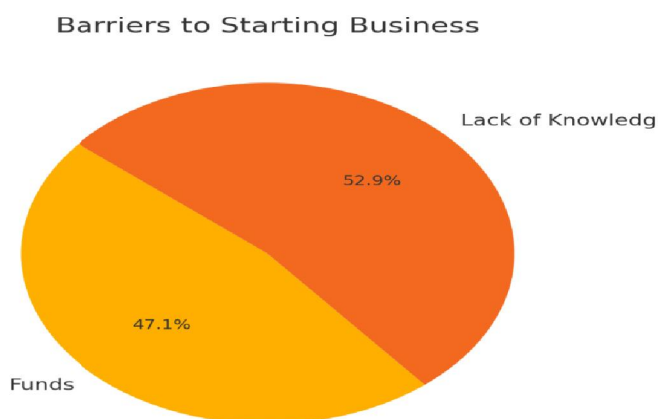
## 4. Can Increase in Entrepreneurs Reduce Unemployment?



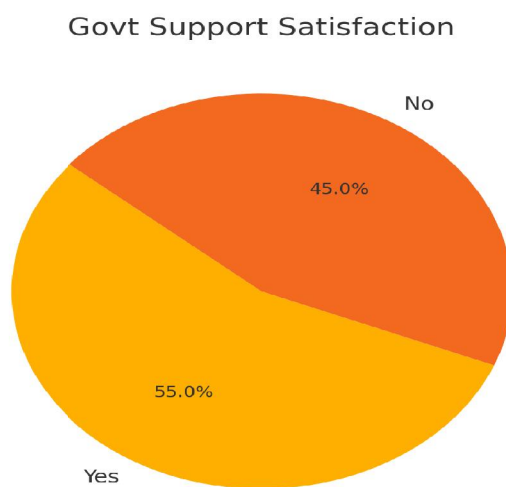
### 5. Motivation to Start a Business



### 6. Barriers to Starting a Business



### 7. Satisfaction with Government Support



### **III. RESULTS AND DISCUSSION ANALYSIS OF PRIMARY AND SECONDARY DATA REVEALS THE FOLLOWING KEY TRENDS**

#### **A. Rise in Youth-led Start-ups**

There has been a significant increase in youth-led start-ups over the past decade, especially in technology-driven sectors such as IT, fintech, health tech, and e-commerce. Start-up India reports indicate over 20,000 recognized start-ups are led by individuals below 35 years of age.

#### **B. Motivational Drivers**

Key motivations for youth entrepreneurship include job dissatisfaction, passion for innovation, and the desire for independence. Educational institutions and online platforms have also begun encouraging entrepreneurship through incubation and mentorship.

#### **C. Challenges Faced**

Despite the growth, youth entrepreneurs face several barriers:

Inadequate access to funding and financial literacy

Lack of structured mentorship programs

Bureaucratic hurdles in start-up registration and compliance

Social expectations and familial resistance

#### **D. Role of Government Policies**

Initiatives like Start-up India, Atal Innovation Mission, and the Pradhan Mantri Mudra Yojana have provided initial momentum. However, gaps remain in outreach, especially in Tier II and III cities and rural areas. Furthermore, schemes often do not cater to specific challenges faced by young first-time entrepreneurs.

#### **E. International Comparison**

Countries such as Israel, Singapore, and the United States provide dedicated youth startup grants, tax incentives, and school-level entrepreneurial education. India can adapt these models by integrating them into its National Education Policy and economic planning.

### **IV. CASE STUDIES**

#### **Case 1: BYJU'S**

Founded by a young entrepreneur, BYJU'S demonstrates the potential of youth-led innovation in EdTech. With proper funding, mentorship, and market access, it became a unicorn within a few years.

#### **Case 2: Meesho**

A platform supporting small-scale entrepreneurs, particularly women, Meesho showcases how youth entrepreneurship can intersect with social empowerment and digital commerce.

### **V. RECOMMENDATIONS**

- Introduce entrepreneurship education at the high school level.
- Expand access to government funding in underserved regions.
- Create dedicated mentorship networks linking young entrepreneurs with industry veterans.
- Simplify compliance procedures and reduce bureaucratic red tape.
- Promote public-private partnerships to develop innovation hubs in Tier II/III cities.



## VI. CONCLUSION

India has witnessed a notable surge in entrepreneurial activity, with youth emerging as key drivers due to their innovation and risk-taking abilities. This study, based on both primary and secondary sources like NITI Aayog, GEM, and NASSCOM, explores trends in youth entrepreneurship and the effectiveness of existing support systems. It highlights disparities across urban-rural regions, socio-economic backgrounds, and gender, with rural youth and women facing greater barriers. Access to education, finance, and networks plays a critical role in entrepreneurial participation. The rise of social entrepreneurship among youth addressing local issues is also significant. Comparative analysis with global standards reveals gaps in India's policy environment. The role of NGOs and private incubators in nurturing start-ups is commendable. Findings call for inclusive, region-specific, and gender-sensitive policies. Empowering youth through mentorship, funding, and digital tools can enhance economic resilience. Strengthening these frameworks is essential for sustainable and equitable entrepreneurial growth.

## REFERENCES

- [1]. Kumar, R. (2011). *Research Methodology: A Step-by-Step Guide for Beginners* (3rd ed.). SAGE Publications.
- [2]. NITI Aayog. (2022). *Policy Paper on Youth Entrepreneurship*. Government of India.
- [3]. Global Entrepreneurship Monitor. (2023). *India National Report*. GEM Consortium.
- [4]. NASSCOM. (2023). *Start-up Ecosystem Report*. National Association of Software and Service Companies.
- [5]. Sharma, R. (2020). Youth and Entrepreneurship in India. *Economic & Political Weekly*, 55(12).
- [6]. Roy, S. (2022). Barriers to Youth Entrepreneurship. *Journal of Development Research*, 18(2), 77–88.

