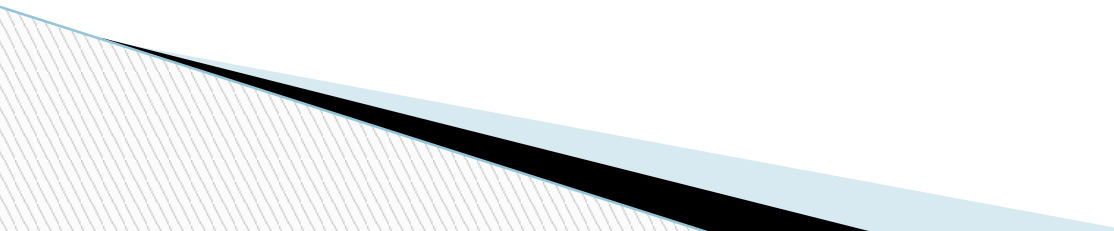
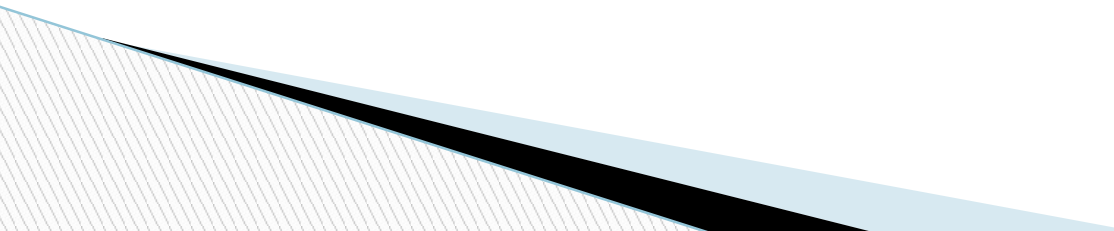


Major types of Entrepreneurship

1. Technopreneurship
 2. Women entrepreneurship
 3. Social entrepreneurship
 4. Intrapreneurship
 5. Rural entrepreneurship
 6. Family entrepreneurship
- 

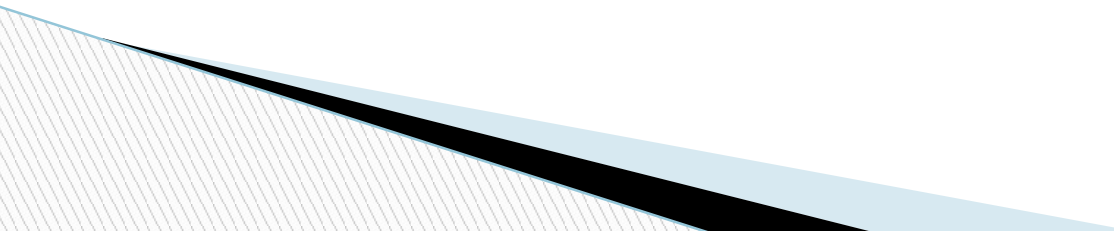


What is Tech Entrepreneurship?

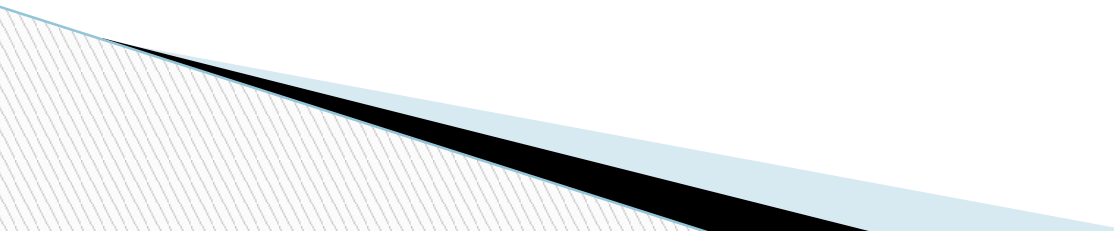
- It's just like 'normal' entrepreneurship, except with a particular focus on opportunities that require, or become amplified by, technology.
 - So this means that tech entrepreneurs spot and identify opportunities in much the same way as others, and essentially go about developing solutions in much the same way too. The big difference is that they utilise and rely on their unique 'tech' skill sets to create their competitive advantage.
- 

Technopreneurship

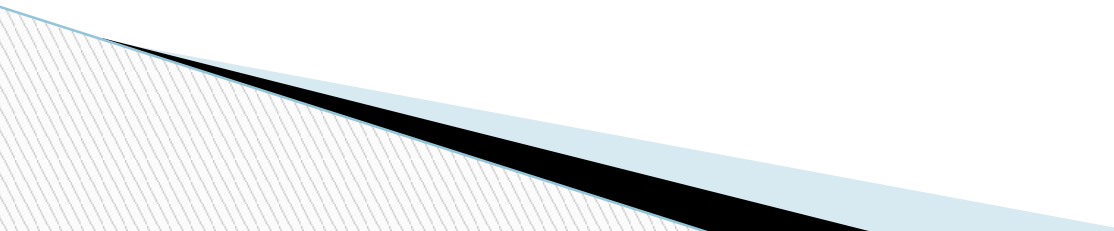
- ❑ Technology + Entrepreneurship = Technopreneur
- ❑ Term was used for the first time in 1987
- ❑ A person who is engaged in technopreneurship creates a product or solution that uses technological solutions to change the way of doing something in an orthodox way.
- ❑ In 2007, Blanco defined it as following:
“ Technopreneurship comprises of identifying modern technologies and even creation of technological opportunities by the presentation of commercial products and services. ”

- From Facebook to Google, and Skype to Snapchat, tech entrepreneurs, have fostered entirely new ways of creating value and doing business – whilst also creating entirely *new industries* of their own. (Travis Kalanick- Founder of Uber)
 - As a result, the tech-sector has become one of the most important sectors of many *developed nations* around the globe. (Elon Musk- Founder of Tesla, SpaceX and PayPal)
 - A sector that creates huge investment and plenty of economic benefit – not to mention the positive impact it has on peoples lives.
- 

Impact

- ❑ Source of Entertainment
 - ❑ Easy Connectivity
 - ❑ Value addition
 - ❑ Access to global markets
 - ❑ Overseas talent Acquisition
 - ❑ Bliss of Work From Home
- 

Elements of Successful Technopreneurship

- ❖ **Need to create Unique Value** – These days, many people strive to solve the same problem or offer the same value. As a result, particularly in the tech field, creating truly unique value is of critical importance. As soon as a customer sees something they've seen before, it's probably not long before they're not your customer anymore!
 - ❖ **Stay up-to-date** – Not only with the way that value can be delivered, but also the **type of value** that's actually demanded. There's no point doing something unique that is outdated, or something that's outdated, that is unique! And when it comes to tech, it's not long before things are outdated - so this is a particularly important consideration.
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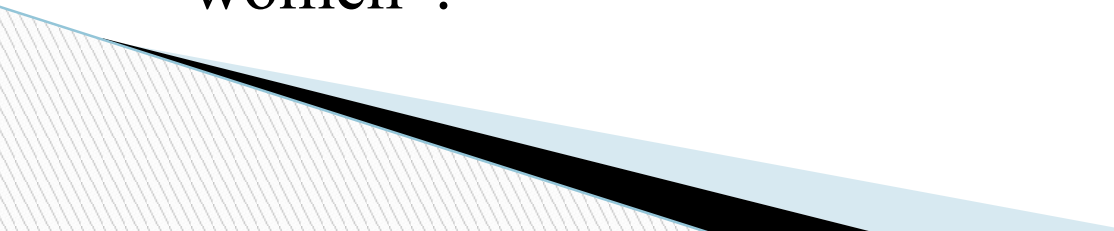
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- ❖ **Get the Right People** – Because more so than other ventures, tech ventures need talented people who not only have the technical smarts to create the unique, ever-evolving value required, but also a commitment to growing companies – and this is a hard balance to find.
- ❖ **Size of the Target Market** - Thanks to all the requirements of staying unique and up-to-date with uniquely talented and clever people, tech-ventures can be very expensive. Therefore, having the ability to sell to hundreds of thousands of customers, or even millions of customers, is important – especially when investors are involved. Thankfully, unlike services, for example, the cost of serving one thousand customers and the cost of serving one MILLION customers, isn't very different, which means profit grows rapidly and makes all the risk and investment worthwhile... Assuming you do a good job.

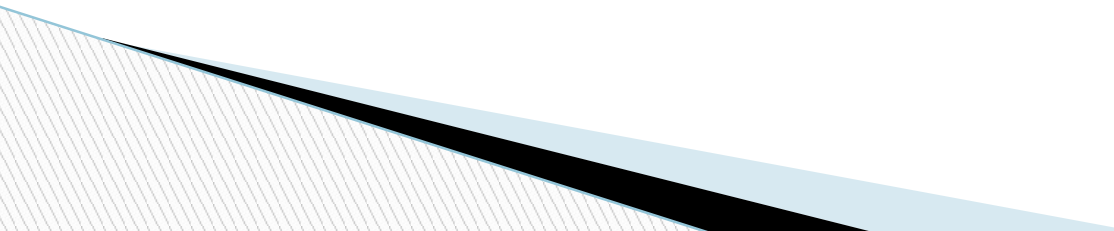


“Somebody once said, educate a woman & you will educate a family.” But the new saying is empower a woman to become an entrepreneur, & you will create an entire family of entrepreneurs.

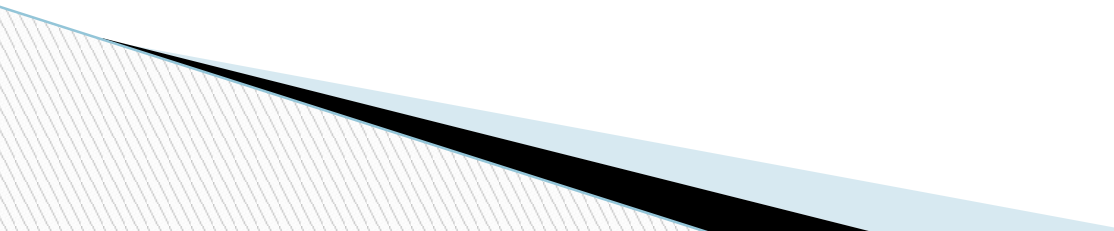
Women Entrepreneurship

- ❑ Women entrepreneurs may be defined as those women who think of a business enterprise, initiate it, organise and combine factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running it.
 - ❑ GOI has defined Women Entrepreneur as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital & giving at least 51% of the employment generated in the enterprise to women”.
- 

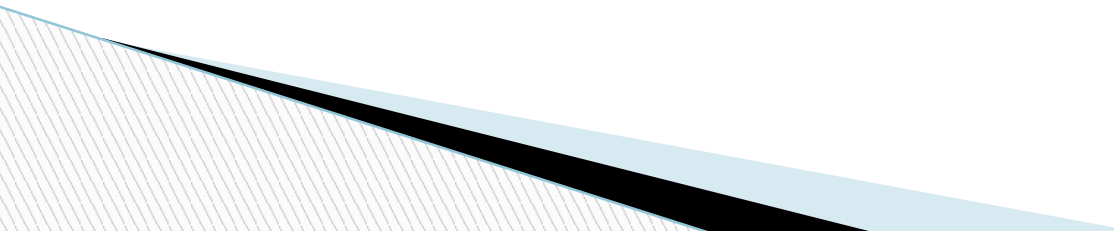
Why women becomes entrepreneur?

- ❑ To become economically independent
 - ❑ To establish their own enterprise
 - ❑ To establish their identity in society
 - ❑ To achieve Excellence
 - ❑ To build confidence to themselves
 - ❑ To develop risk assuming ability
 - ❑ To claim equal status in society
 - ❑ To secure greater freedom & mobility Liking for business
 - ❑ An urge to do something new
- 

Challenges

- **Microsphere**
 - **Mesosphere**
 - **Macrosphere**
- 

Problems faced by women entrepreneur

- ❑ Male dominated society
 - ❑ Lack of business information
 - ❑ Low risk taking ability
 - ❑ Lack of education
 - ❑ Lack of family support
- 

Strategies for the development of women entrepreneurs

ng
Home-based
ed
businesses

widespread
d
Business
Education

Better
Financial
Assistance

SHG
System

wider
Access to
Technology

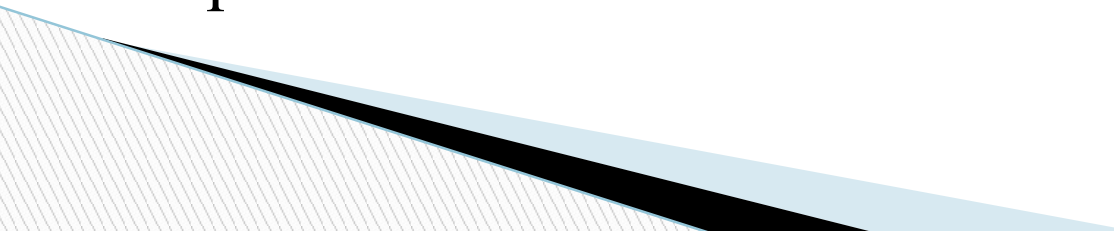
Government Incentives

Mahila Vikas Nidhi

Under Mahila vikas nidhi, a cumulative help of Rs. 80.4 million was sanctioned, during the period 1990-2001 . Various training- cum production centers set up by NGOs mostly relate to activities like spinning, weaving, block printing, handloom products, handicrafts etc.

District Industrial Centres

DICs arrange various lectures and seminars in girl's colleges and technical institutes to encourage them to set up their own enterprises.

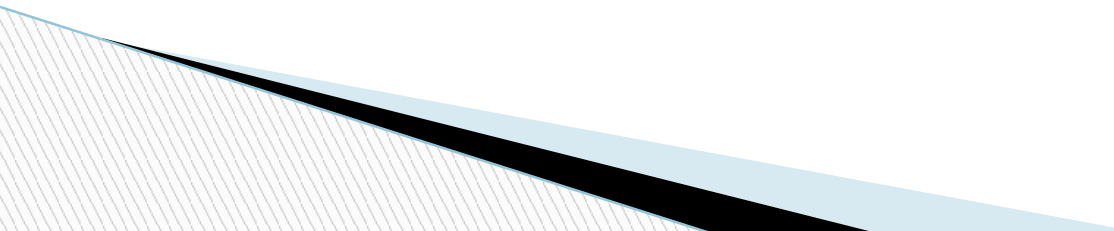


Rashtriya Mahila Kosh


- It was set up in 1993 to provide micro- credit to poor women who had no access to financial institution at reasonable rates of interest with very low transaction costs and simple procedures. It proved quite useful for lower income group women.

Bank	Scheme
Bank of India	Priyadarshini Yojana
Canara Bank	CAN Mahila
Central Bank of India	Cent Kalyani
Dena Bank	Dena Shakti
Oriental Bank of Commerce	Oriented Mahila Vikas Yojana
Punjab National Bank	Mahila Udyam Nidhi Scheme
Punjab and Sind Bank	Udyogini Scheme
State Bank of India	Stree Shakti Package
State Bank of Mysore	Stree Shakthi Package
Small Industries Development Bank of India	Mahila Udyama Nidhi
Tamilnad Mercantile Bank	Mahalir Loan
Vijaya Bank	V Mangala
Union Bank of India	Viklang Mahila Vikas Yojana
UCO Bank	Nari Shakti
ICICI Bank	Women's Account
NABARD	Arwind, Mahima

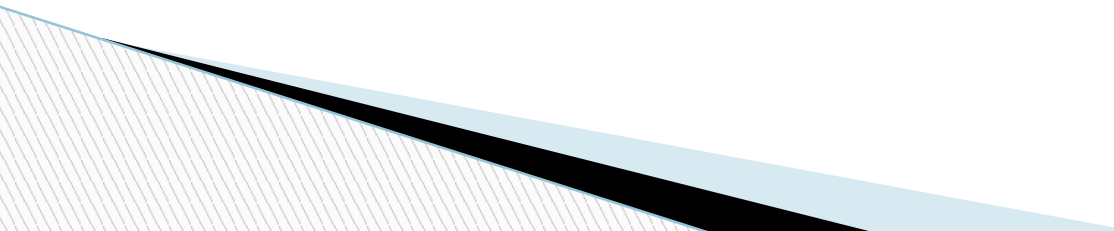
Institutions supporting Women Entrepreneurs in India

- ❑ Consortium of women entrepreneurs of India(CWEI)
 - ❑ Federation of Indian women entrepreneurs(FIWE)
 - ❑ FICCI Ladies organization(FLO)
 - ❑ Women's India trust(WIT)
 - ❑ Association of women entrepreneurs of Karnataka(AWAKE)
- 

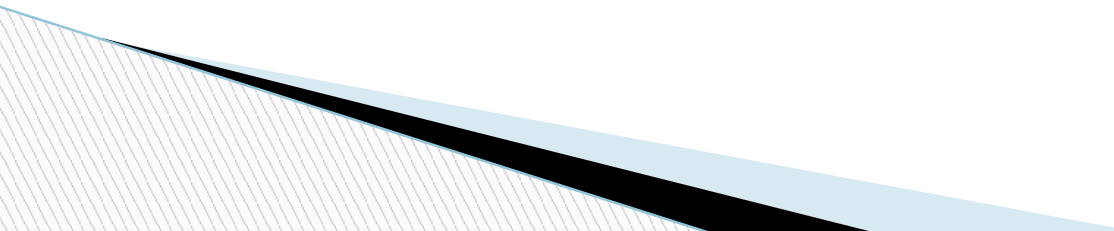
Social entrepreneurship

- Social entrepreneurship is **the process by which individuals, startups and entrepreneurs develop and fund solutions that directly address social issues.**
 - A social entrepreneur, therefore, is a person who explores **business opportunities** that have a **positive impact on their community, in society or the world.**
- 

Cont..

- Social entrepreneurship is the process of recognizing and resourcefully pursuing opportunities **to create social value**. They draw upon the best thinking in both the business and non-profit worlds to develop strategies that maximize their social impact.
 - These entrepreneurial leaders operate in **all kinds of organizations** : large and small; new and old; religious and secular; non-profit, for-profit, and hybrid. These organizations comprise the ‘social sector’.
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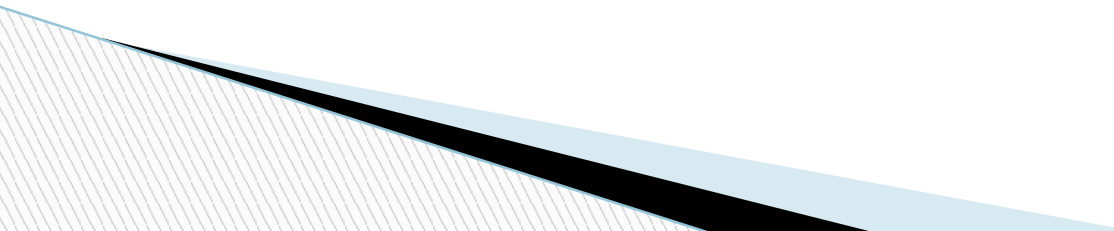
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- Social entrepreneurs, however, are either non-profits, or they blend for-profit goals with generating a positive **‘return to society’**
 - Social entrepreneurship typically attempts to further broaden social, cultural and environmental goals often associated with the voluntary sector in **areas such as Poverty alleviation, Reduction of Unemployment, Health care and Community development, Control of Environmental Pollution etc**
- 

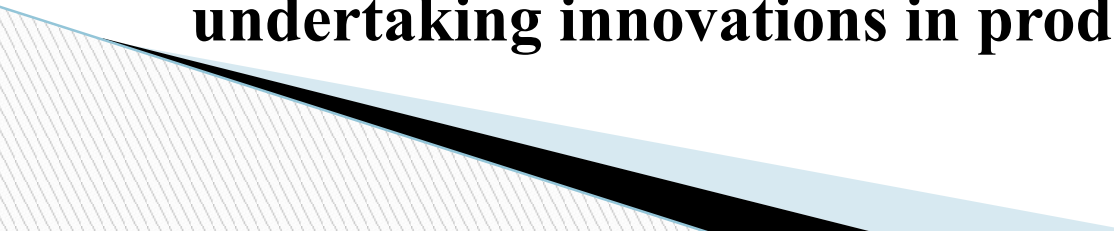
Social Entrepreneurship Drivers

- Social issues inadequately addressed by government.
- Need to raise funds for charities.
- Changing public sector
 1. budget cuts require new revenue streams
 2. change rather than good stewardship (taking care organisation) leads to promotion .
- Growing demand for Corporate Social Responsibility(CSR) and Ethical entrepreneurship

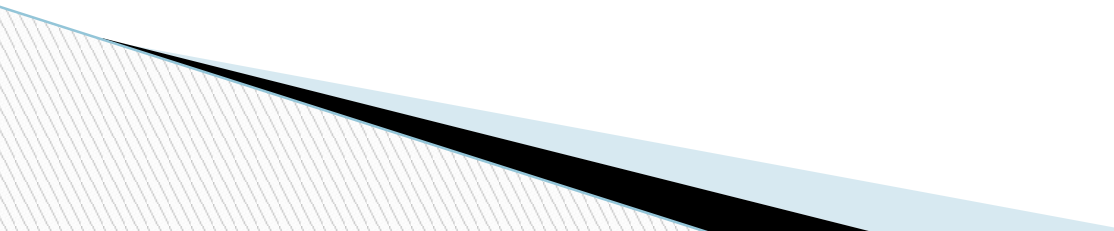
For example, an organization that aims to provide housing and employment to the homeless may operate a restaurant, both to raise money and to provide employment for the homeless.



Intrapreneurship

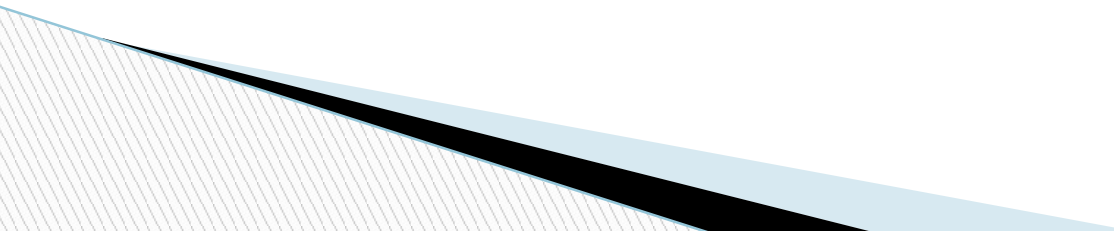
- ❑ Intrapreneurship is becoming an Entrepreneur on the Job.
 - ❑ Intrapreneur- A person within a large corporation who takes direct responsibility for turning an idea into a profitable finished product through assertive risk taking and innovation.
 - ❑ Intrapreneur have entrepreneurial skills blended with managerial skills but operate within the confines of an organization.
 - ❑ Entrepreneur refers to a person who set up his own business with a new idea or concept. **Intrapreneur refers to an employee of the organization who is in charge of undertaking innovations in product, service, process etc.**
- 

Cont..

- An intrapreneur is an employee who is tasked with developing an innovative idea or project within a company.
 - The intrapreneur may not face the outsized risks or reap the outsized rewards of an entrepreneur however, the intrapreneur has an access to the resources and capabilities of an established company.
 - Intrapreneurs are “dreamers who do”, those who take hands-on responsibility for creating innovation of any kind within an organization.
 - Intrapreneur is an essential ingredient in every innovation.
- 

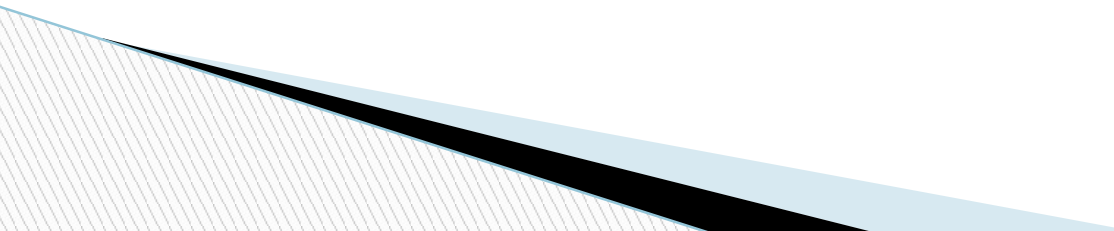
Types of Intrapreneur

1. The Advocate

- ❑ **Advocate** typically comes from a customer-facing role.
 - ❑ They play a leading role in shaping the problem to be solved, defining the attributes of the customer and what the solution itself should look like.
 - ❑ They are often easiest to spot in a company as they constantly come up with a stream of new ideas.
 - ❑ They often have roles like designer, business analyst, user experience architect or perhaps come from a sales or marketing background.
- 

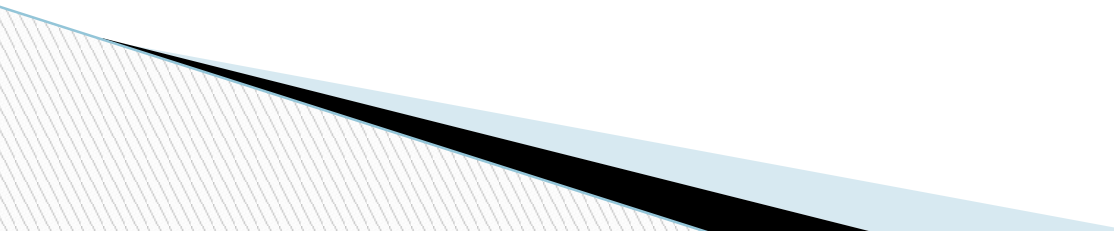
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2. The Creator

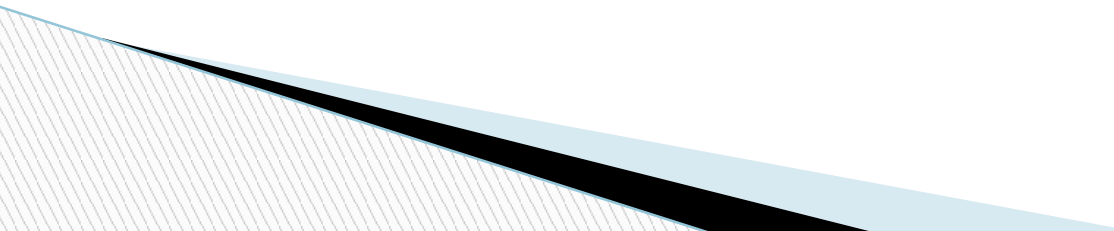
- ▣ **Creator** is an internal facing role. The Creator is the person that will give life to your idea and create the prototype solution.
 - ▣ In the tech-centric world we live in, this person is often a programmer or engineer, but depending on your industry, they could have a very different job title.
 - ▣ For example, if you work in the food industry then the Creator might be a chef, nutritionist or confectioner.
- 

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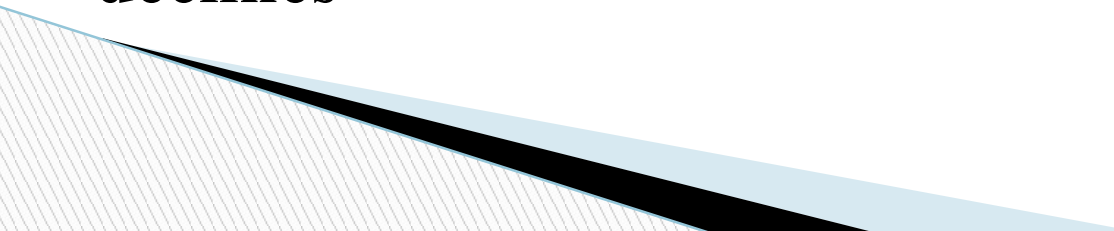
3. The Change Maker

- **Change Maker** is external business-facing person. This is the person that makes things happen like funding, partnerships, finance, sales.
 - This person is usually an extrovert, self-confident and a great networker.
 - The team will rely on the Change Maker to open doors for them, win-over the gatekeepers in the company and get the necessary buy-in from stakeholders.
 - The Change Maker can come from anywhere in the company and be of any grade.
- 

Intraprenurial activities

- Spotting ways to improve service
 - Save time, money, or make life easier
 - Visualizing variations of current products / services
 - Realizing new communication avenues with customers
 - Enhancing the quality
 - New ways to get the job done quicker or smarter
- 

Need of Intrapreneurs

- Innovation-To create and bring into use profitable new products, processes, services, and ways of doing business.
 1. Creation of new or alternative products
 2. Opening of a new market
 3. Capture of new sources of supply
 - Firms create **competitive advantage** by discovering new and better ways to compete in an industry and bringing them to market.
 - An enterprise that does not daily innovate inevitably ages and **declines**
- 

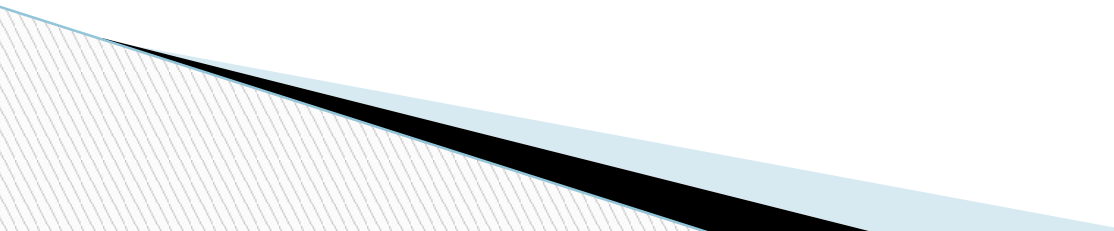
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- Even in a successful business the disease of bureaucracy and complacency is dangerous.

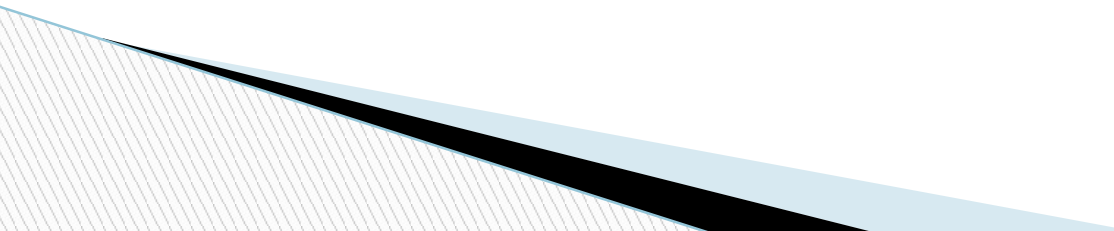
Bureaucracy- the system of official rules that an organization has for doing something, that people often think is too complicated.

Complacency- when one become so secure in work that the person take potentially dangerous shortcuts in performing task.

Benefit to Intrapreneurs

- Flexibility
 - Less restrictions but supportive environment
 - Recognition
 - Their ideas are vehicles towards advancement
 - Increased value to organization - increased Paycheck
- 

Family Business

- ❑ Family firm is a corporation that is entirely owned by members of single family.
 - ❑ It is also known as company owned, controlled and operated by members of one or several families.
 - ❑ Family business is one in which one or more members of one or more families have ownership, interest and significant commitment towards business.
- 

Characteristics

Importance of family
relationship

Composition of the
board of director

Loyalty

Dedication of family
members

Male-dominated

Dominance of certain
trading communities

Stages of Development of a Family Business

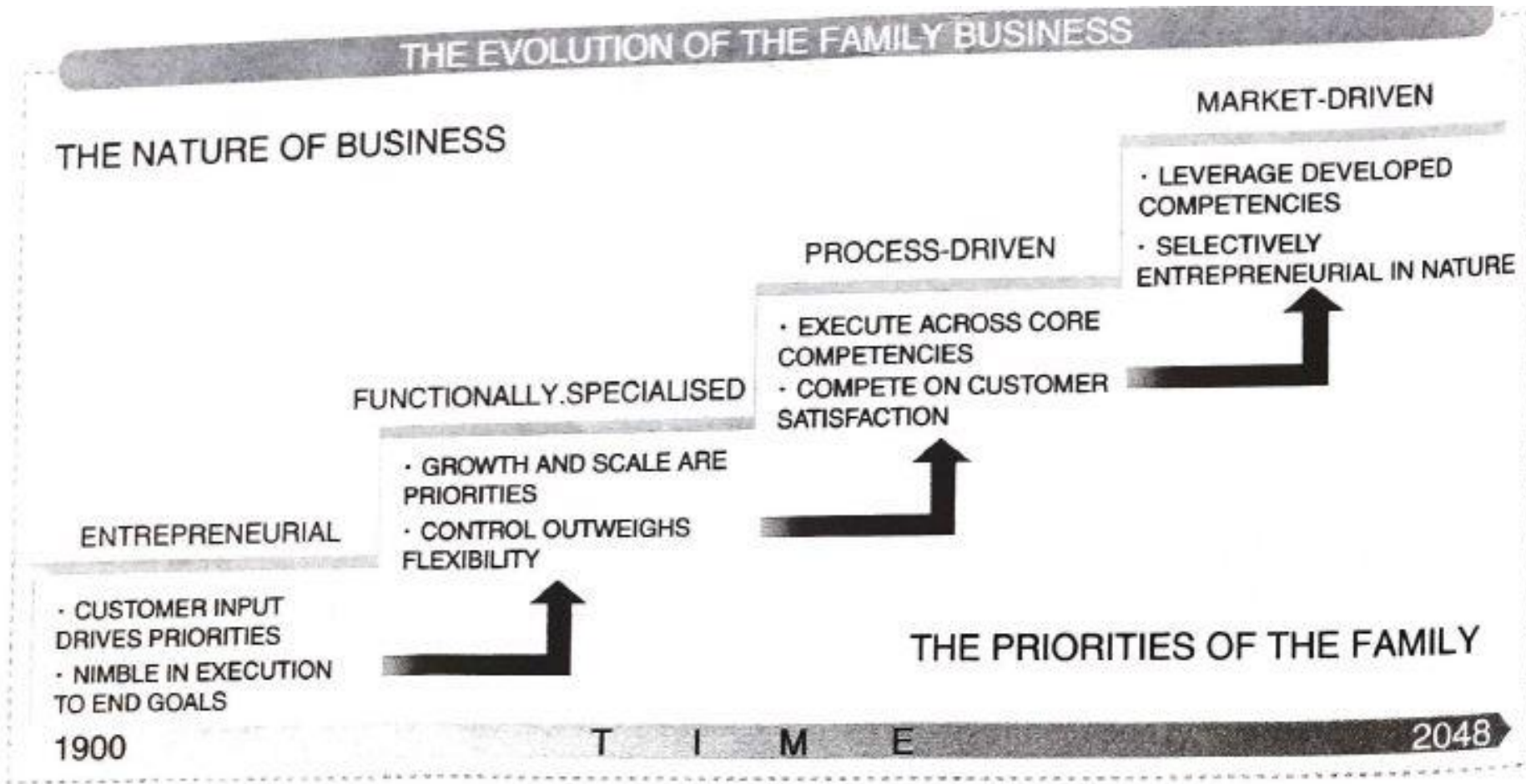


Figure 4.1 Stages of Development of a Family Business

Various types of Family Businesses

- ▣ **Family owned business-** It is for profit enterprise owned by members of a single extended family.
- ▣ **A family owned and managed business-**Active participation of at least one family member in the top management of the company- sets policies and objectives.
- ▣ **A family owned and led business-**Board of Directors of the company-direction, culture and strategies

Family Business Models

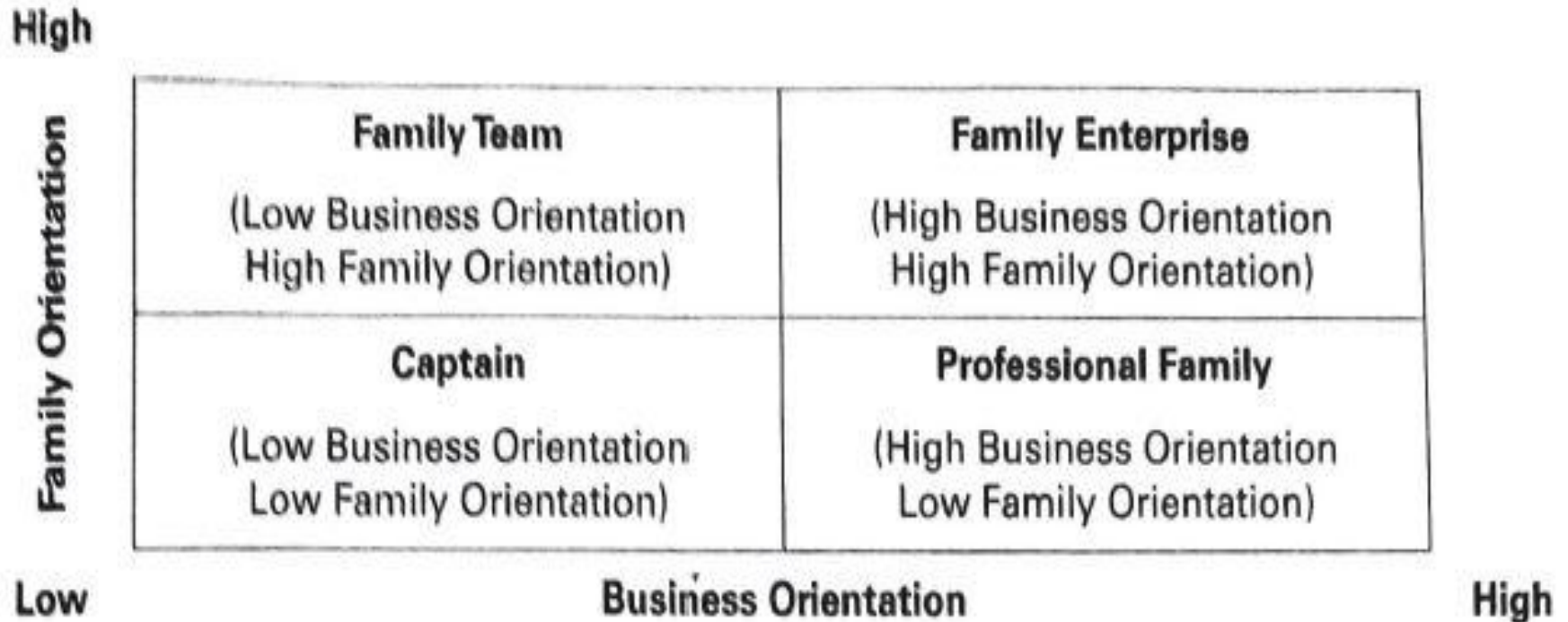
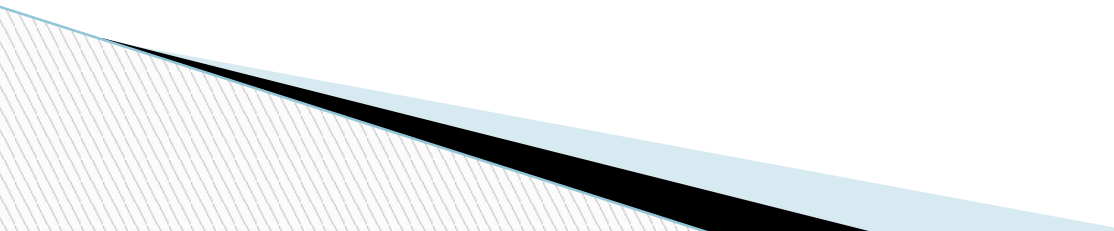
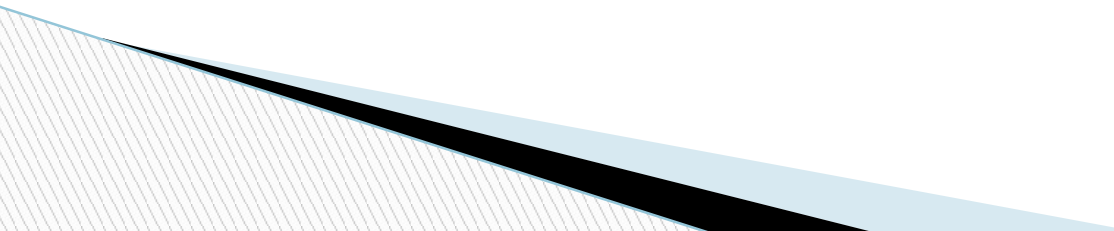


Figure 4.2. Family Business Models

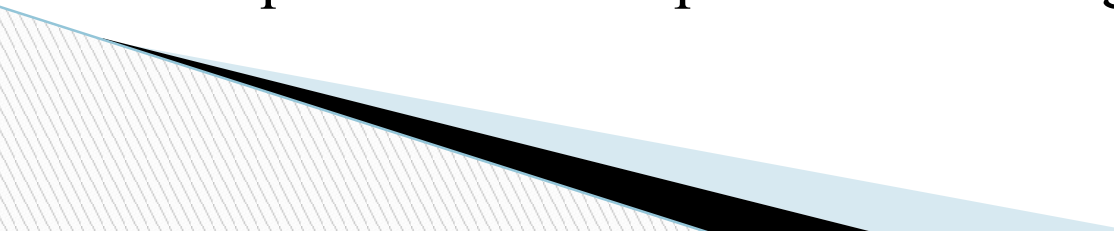
Challenges

- Non-participating family member
 - Family emotions family
 - Family versus business
 - Defining authority
 - “Fair to all” approach
 - Retaining non-family professionals
 - Change management
 - Decision making
 - Succession planning
- 

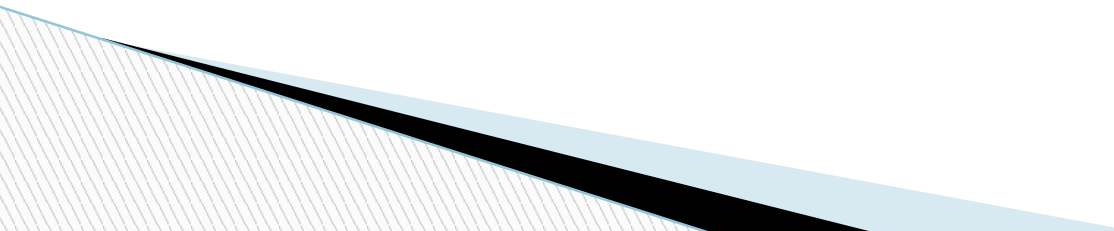
Rural entrepreneurship

- ❑ Rural Entrepreneurship is that entrepreneurship which ensures **value addition to rural resources in rural areas** engaging largely rural human resources.
 - ❑ Rural entrepreneurship refers to the development of a new enterprise which pioneers new products and services, creates a new market for its offerings or uses advanced technology, in the **rural area**.
- 

Cont..

- ❑ As people are migrating from rural areas to urban areas due to lack of job opportunities and rural youth is unable to find any options for their growth.
 - ❑ It is not only bad for the rural areas as the rural areas do not have any options for youth but it also put pressure on the infrastructure and amenities of the urban areas.
 - ❑ However, a large number of products and services are available in remote areas but people do not have any inventive ideas to utilize all these resources in a proper manner that is the reason, Rural Entrepreneurship is highly required to develop the small villages and their people too.
- 

Need

- ❑ Employment generation
 - ❑ Income generation
 - ❑ Not only protect but also promotes the art, culture and creativity, i.e. the varied heritage of that particular region.
 - ❑ Reduces migration of villagers
 - ❑ Proper Utilization of resources
 - ❑ Plug the gap
- 

Problems of rural entrepreneurship

- ❑ Lack of technical know-how
 - ❑ Lack of training services
 - ❑ Management problems
 - ❑ Lack of quality control
 - ❑ Lack of infrastructure
 - ❑ Poor quality of raw materials
 - ❑ Lack of latest technology
 - ❑ Lack of promotional strategy
- 