

## **1. Supply Opportunity of an Indian Entrepreneurs in global market.**

- **Supply Opportunity with the help of global market leaders**

Scenario of supply opportunities for an Indian Entrepreneurs in global market has changed drastically by the introduction of Economic Reforms in 1991, later the scenario of globalization has also changed and extended by the trend of e-commerce and online business in India, it has extended the opportunity for supply chain of Indian entrepreneurs to the global market via Walmart, Amazon, and so many.

Even the consumer's behaviour also changed and inclined to online shopping, which is a booster or an encouragement for Indian entrepreneur to get a global platform to sell their goods.

Today Indian Industries is not a case study in isolation. Hordes of home-grown Indian manufacturers and sellers are profiting from the business models and facilitation offered by India-focused multinationals such as Walmart and Amazon. Walmart, with its sourcing model, and Amazon, by offering a Global Selling Programme, are raising the aspirational bar on small Indian businesses, elevating them to earn the coveted tag of 'global entrepreneurs' Indo Count Industries is not a case study in isolation. Hordes of home-grown Indian manufacturers and sellers are profiting from the business models and facilitation offered by India-focused multinationals such as Walmart and Amazon. Walmart, with its sourcing model, and Amazon, by offering a Global Selling Programme, are raising the aspirational bar on small Indian businesses, elevating them to earn the coveted tag of 'global entrepreneurs'.

Walmart has set up a global sourcing centre in Bengaluru, which sources an array of India-made products — textiles, apparel, pharmaceuticals, and handicrafts — for catering to 14 foreign markets.

"India is an important sourcing market for Walmart. Not only do we procure over 95 per cent of the goods sold in our Best Price stores from local companies, including SME (small & medium enterprises) and women entrepreneurs but also we have a global sourcing centre in Bengaluru. We work closely with and engage our suppliers to understand and meet our responsible sourcing and compliance standards," said Marilee McInnis, director of corporate affairs, Global Communication, Walmart.

### **Making ready for world**

- Walmart sets up global sourcing centre in Bengaluru that sources India-made products for catering to 14 foreign markets
- It procures over 95 per cent of the goods sold in Best Price stores from local companies
- Amazon takes 'Make in India' to the world, bolstered by its Global Selling Programme
- It is empowering sellers from small towns in India by scaling up their businesses and leveraging the digital economy

- **Supply Opportunity by exporting**

**There are few schemes which boost supply at international level**

**1. Market Development Assistance Scheme**

**Description:** Entrepreneurs get funding for participating in trade fairs. It assists exporters for export promotion activities.

**Nature of assistance:** The scheme offers funding up to 90 per cent in respect of to and fro air fare for the participation by MSME entrepreneurs in overseas fairs/trade delegations. The scheme also provides funding for producing publicity material (up to 25 per cent of costs) sector specific studies (up to Rs 2 lakh) and for contesting anti-dumping cases (50 per cent up to Rs 1 lakh).

**Who can apply:** Exporters, entrepreneurs, etc.

**From where to apply:** FIEO, Export Promotion Council and Ministry of Commerce

**2. Export Oriented Unit (EOU) Scheme**

**Description:** EOU Scheme provides an internationally competitive duty-free environment coupled with better infrastructural facilities for export production.

**Nature of assistance:** The units are allowed to import or procure locally without the payment of duty all types of goods including capital goods, raw materials, components, packing materials, consumables, spares and various other specified categories of equipment.

**Who can apply:** Exporters, entrepreneurs, etc.

**From where to apply:** FIEO, Export Promotion Council and Ministry of Commerce

**3. Market Access Initiative (MAI) Scheme**

**Description:** MAI Scheme is an Export Promotion Scheme, envisaged to act as a catalyst to promote India's exports on a sustained basis.

**Nature of assistance:** The scheme is formulated on focus product focus country approach to evolve specific market and specific product. These activities are eligible for financial assistance - marketing projects abroad, capacity building, support for statutory compliances, studies, project development, etc.

**Who can apply:** Exporters, entrepreneurs, etc.

**From where to apply:** FIEO, Export Promotion Council

#### **4. Software Technology Park (STP) Scheme**

**Description:** STP Scheme is a 100 per cent export-oriented scheme for undertaking software development for export using.

**Nature of assistance:** The approvals are given under single window clearance mechanism. All imports of hardware and software in STP units are completely duty free, and import of second-hand capital goods and re-export of capital goods are also permitted.

**Who can apply:** Exporters, entrepreneurs, etc.

**From where to apply:** FIEO, Export Promotion Council and Ministry of Commerce

#### **5. Services Exports from India Scheme (SEIS)**

**Description:** The SEIS has been introduced to increase exports of notified services.

**Nature of assistance:** The rewards under SEIS shall be admissible for exports made/services rendered on or after the date of notification of this policy. The duty credit scrips shall be granted as rewards under SEIS. The duty credit scrips and goods imported/domestically procured against them shall be freely transferable.

**Who can apply:** Exporters, entrepreneurs, etc.

**From where to apply:** FIEO, Export Promotion Council and Ministry of Commerce

#### **6. The Merchandise Exports from India Scheme (MEIS)**

**Description:** The MEIS has been introduced for the export of specific goods to specified markets.

**Nature of assistance:** Rewards for the export of notified goods to notified markets under MEIS shall be payable as percentage of realised FOB value.

**Who can apply:** Exporters, entrepreneurs, etc.

**From where to apply:** FIEO, Export Promotion Council and Ministry of Commerce

#### **7. Export Promotional Capital Goods (EPCG) Scheme**

**Description:** The objective of the EPCG Scheme is to facilitate import of capital goods for producing quality goods and services to enhance India's export competitiveness.

**Nature of assistance:** EPCG Scheme allows import of capital goods for preproduction, production and post-production at zero customs duty.

**Who can apply:** Importers, entrepreneurs, etc.

**From where to apply:** FIEO, Export Promotion Council and Ministry of Commerce

## 2. Recent trends in global entrepreneurship in relation to technology

As technology has become more and more disruptive in the last few years, it has become crucial for future entrepreneurs to pay attention to the ever-changing and evolving tech trends to create a more dynamic workplace powered by a productive team.

By understanding the right tech trends, you will be able to create strategies according to the changing market in order to stay ahead of the competition. Here are the top tech global trends for future entrepreneurs:

### 1. Digital workplace

As employees join your organization, what digital tools do they need to get started? Email, shared storage, internal operations, messaging, collaboration, and the list goes on and on. A digital workplace is the full set of tools that employees use to complete their work, regardless of where they are sitting. In addition to communication tools, you must think about how teams manage processes, projects, and how they share ideas. Right now, most organizations must use dozens of digital applications to accomplish their work. Digital workplaces are suites that consolidate many of these applications to a single platform and allow users to stay in one environment and remain in context with other users.

### 2. Automation

Over one-third of the companies around the world are already taking advantage of automation tools for their finance, accounting, IT, procurement, and HR processes. Many of the companies have established large scale projects to automate thousands of business processes. It's important to note that for the number of companies that have already adopted automation, there are just as many that are planning to implement automation as part of their digital transformation strategy. 2019 will be the year of adoption and acceleration of automation tools. When combined with

other proven technologies like machine learning and artificial intelligence, automation will give budding organizations even more traction for unstructured, semi-structured, and structured content.

### **3. No-code development**

With no-code programming, it becomes possible for users to build and launch applications according to their requirements without writing even a single line of code. No-code application development platforms are designed specifically for citizen developers or business users who might understand the logic behind the application that needs to be developed, but they may not have the coding or programming skills to create the application the traditional way. No-code platforms have drag-and-drop tools with intuitive interfaces that simplify the development process for business teams and allow them to create full-fledged applications without any help from the IT department. Once the application is launched, you can bring the IT team in to scale the application and integrate it with the existing system.

### **4. Blockchain**

Blockchain is one of the most powerful technological concepts of this decade, and yet many of the current blockchain initiatives do not take advantage of all of its attributes. Instead of just developing blockchain inspired solutions because it is the latest trend, future entrepreneurs should analyze their business requirements to understand if they truly need blockchain for their business needs. Even if you aren't ready to aggressively adopt blockchain just yet, you should at least begin to consider implementing blockchain to help reduce friction across different ecosystems, create transparency, and improve cash flow.

### **5. Artificial Intelligence (AI)-driven development**

Application developers can partner with data scientists to create AI solutions that the developers can efficiently operate alone. For the developers, this means they will have access to AI algorithms as well as development tools to better integrate different AI capabilities into the existing systems.

In fact, it is expected that by 2020, over 40 percent of the application development projects will have AI co-developers working alongside.

### **6. Edge computing**

Majorly driven by IoT, edge computing processes data close to the user, instead of using a centralized cloud service because it helps reduce traffic and latency. But instead of creating a whole new architecture to take advantage of edge computing, tech entrepreneurs can focus on developing cloud services that can be managed as a

centralized service, run on centralized services, on-premises distributed services, and on-edge devices.

## **7. Ethics around digital privacy-Cyber Crime**

Users are growing more and more concerned about how their data is being used and where it goes. Digital privacy has become a big conversation, especially after the enforcement of the new General Data Protection Regulation (GDPR) rules. It is inevitable that organizations who fail to address digital privacy concerns will face backlash from their users. As a result, tech entrepreneurs should keep privacy at the forefront of everything.

Future entrepreneurs need to see where the latest tech trends are moving to know where the best opportunity is for a competitive advantage. Whether it is offering employees a better digital experience, or being able to develop deeper proprietary software, there are many new advantages available. Entrepreneurs will be best served by staying informed of what is legitimate tech trends that will change the industry, and what is just hype.