

Industrial Management And Entrepreneurship Development Books In Hindi

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this book is a modest attempt to acquaint students with the basics of entrepreneurship and the prevailing entrepreneurial climate in india motivating young brains to explore and follow entrepreneurial pursuits by educating them about its challenges opportunities risks and rewards is the prime objective of this introductory text in the course of writing the present book special care has been taken to elaborate on a number of ideas theories and concepts so as to help readers explore and understand various aspects and dimensions of entrepreneurship wherever needed the contents are supplemented with suitable examples cases and caselets in order to make reading more interesting and relevant the book also presents a comprehensive coverage of few niche areas of study namely creativity innovation and value creation family owned businesses and rural entrepreneurship introduction of three new chapters in addition to a complete overhaul of the existing text enhances academic credentials of the book apart from bringing about required freshness and materiality the book conforms to the syllabi of b a and bba of many universities and hence it is suitable for their course study besides the edp trainers and motivators associated with government institutes nisebud msme nimsme sido tcos ceds and itis may also find this book of immense value to them key features comprehensive coverage of all prescribed topics systematic arrangement and analytical presentation of contents extensive use of tables and diagrams to illustrate the text chapter end exercises for better grasp of the topics covered recapitulation for a quick glance of the topics coverage of new policy initiatives programmes and schemes launched by the union government description of various legal compliances for setting up of a new venture coverage of all provisions schemes and programmes enacted by the ministry of msme and the ministry of entrepreneurship and skill development a comprehensive overview of the startup india mission of the union government inclusion of relevant highlights of budget 2020 21 target audience b com m com bba mba b voc b tech

india has recently developed into the fourth largest economy in the world according to the united nations mid year report on the world economic situation and prospects wesp india is projected to be the fastest growing major economy in the world for the current fiscal year with a growth rate of 6 3 india s robust focus on employment generation through entrepreneurship development is considered the key driver of this growth recognising the role of entrepreneurship development as the growth engine for the indian economy the government of india has been focusing on imparting education on entrepreneurship to develop an entrepreneurial ecosystem in the economy this has led to the publication of numerous books on entrepreneurship in recent years the following features of the present fifth edition of the book titled entrepreneurial development distinguish it from other books

this book presents a lucid treatment of a wide range of issues involved in the development of entrepreneurship it presents an insight into the identification of business opportunities creating a venture and financing and managing it the book further explains the choice of technology and equipment man machine and materials management pert and cpm and quality assurance the book highlights the various legal provisions relevant to entrepreneurship and concludes with a chapter on social responsibility and business ethics with its wide coverage and step by step approach the book would serve as an ideal text for various undergraduate courses on the subject including b com b a and b sc vocational bio technology bbm mba and to the entrepreneurs

entrepreneurship development s first edition is a comprehensive work relating to the issues in the field of entrepreneurship theory developments the book is intended to be used as a text for the students of b b a b com other courses in commerce management the book covers the syllabus of entrepreneurship development social entrepreneurship prescribed by the sardar patel university vallabh vidyanagar gujarat the book contains fundamentals of entrepreneurship entrepreneurial motivation entrepreneurship development women entrepreneurship rural entrepreneurship fundamentals of social entrepreneurship trends in social entrepreneurship

entrepreneurship has been considered the backbone of economic development it has been well established that the level of economic growth of a region to a large extent depends on the level of entrepreneurial activities in that region in india in the present era of liberalization privatization and globalization along with the ongoing information technology revolution capable entrepreneurs are making use of the emerging opportunities from the evolving scenario however a large segment of the country s population particularly in the industrially backward regions rural areas generally lags behind in taking advantage of these opportunities therefore there is a need to provide skill development and entrepreneurship development training to such people in order to bring them to the mainstream of india s economic growth this volume contains 18 papers which provide theoretical and empirical insights into various aspects of entrepreneurship development in india subject india studies development studies business and economics

conference report small scale industry and enterprise development projects entrepreneurship development industrial development choice of technology productivity and competitiveness business opportunities income generating activities protectionism export promotion list of participants

designed primarily as a textbook for undergraduate students of commerce this accessible and easy to read text gives a clear exposition of the theory and practice of entrepreneurship it exposes the readers to the entrepreneurial culture and industrial growth in india the intricate theories involved in

entrepreneurship are explained in a step by step manner supported by a large number of tables and figures the thorough discussion on promotion of venture and raising of funds is aimed at enabling the potential entrepreneurs to set up and successfully manage their own small business units separate chapters on women entrepreneurship and rural entrepreneurship make this text a class apart besides undergraduate students of commerce students of management and edp trainers will also find this text extremely useful above all all those who are interested in and enthusiastic about setting up their own small units will find the book quite handy

the new edition of this compact text continues to serve as an essential guide to students and entrepreneurs for establishing a new venture the book shows the reader in an easy to understand style how to mobilize resources how to tap market opportunities how to conduct feasibility studies and how to promote new ventures besides the book discusses in detail the various techniques of product and process development and the method of product pricing the book is intended primarily as a text for undergraduate students of commerce and undergraduate and postgraduate students of management it would equally be useful for students pursuing diploma courses in entrepreneurial development in addition the book should prove extremely valuable and handy to anyone who wishes to launch his career as an entrepreneur new to this edition one exclusive chapter chapter 10 on business location and its importance new sections added in chapter 1 salient features provides study questions at the end of each chapter gives in appendices detailed information on venture capital funds offices of small industries services institute sisi as well as patent offices trademark offices etc in various states acquaints the reader with global organizations e g world trade organization wto and world intellectual property organization wipo

the book will be useful for students who want to understand the concept of entrepreneurship business skills and values for developing their business ventures the book also helps in imparting basic skills to start enterprises illustrate the knowledge about new business plans and evaluate the practical aspects of entrepreneurship to help students explore innovative and create opportunities in markets the entire book is divided into 13 chapters as below 1 introduction to entrepreneurship 2 characteristics of an entrepreneur 3 swot analysis 4 achievement motivation 5 role of government in entrepreneurship development 6 institutions for entrepreneurship development 7 entrepreneurial development 8 impact of economic reforms on agri enterprises 9 essential skills for entrepreneurship development 10 entrepreneurial characteristics chapter 11 roadmap for business start up project planning formulation and report preparation 12 financing of an enterprise 13 opportunities for agri entrepreneurship and rural enterprise

structural change is an evolutionary process that is often cumulative within territories improving the quality of life and achieving higher development levels at the same time smart cities education and social innovation are essential to promoting sustainable development this book examines regional and entrepreneurial development as a creative and dynamic concept by considering the role of these dimensions in promoting a virtuous cycle for long term sustainable development

entrepreneurship and local economic development delves into the current thinking on local entrepreneurship development programs and evaluates ways in which practitioners can implement successful entrepreneurship practices examining the role and potential for entrepreneurship programs in local economic development strategies contributors to this edited collection have many years of experience working with entrepreneurship initiatives in state and local governments focused on theory and case study entrepreneurship and local economic development examines conceptual issues involved in creating entrepreneurship programs as well as practical examples of programs organized by state regional and local agencies

the process of the transition to a market oriented economy for countries from central and eastern europe cee and the commonwealth of independent states cis started some 25 years ago a new technology base triggered the fast growth of new investments into intangible assets by global economic leaders at the beginning of the 1990s providing the basis for a move towards a knowledge economy during the past 25 years entrepreneurs in cee and the cis have reshaped traditional industries and created new industries combining innovative ideas with traditional competencies yet we still do not know very much about how and why companies led by entrepreneurs develop how they expand globally and what the role of new knowledge and innovation is in the internationalization process understanding the pathways of entrepreneurial development especially growth through internationalization is important for the overall development of countries in transition and beyond entrepreneurship in central and eastern europe development through internationalization provides an overview of entrepreneurship in a range of important emerging markets this book aims to fill the gap in the literature by providing up to date data and case based evidence with coverage of a range of national firms from countries including belarus estonia hungary poland latvia lithuania serbia slovakia slovenia and ukraine this book will be vital supplementary reading around international entrepreneurship and essential reading for those studying the business environment in this vital emerging market

entrepreneurship development explores the principles strategies and practices of creating and managing successful ventures it covers idea generation

business planning innovation financing and growth management with a focus on practical insights and case studies the book equips aspiring entrepreneurs with the skills and mindset to navigate challenges and seize opportunities effectively

entrepreneurship has attracted global interest for its potential to catalyze economic and social development research suggesting that certain entrepreneurial mindsets and skills can be learned has given rise to the field of entrepreneurship education and training yet despite the growth of entrepreneurship education global knowledge about these programs and their impact remains thin in response this study surveys the available literature and program evaluations to propose a conceptual framework for understanding the entrepreneurship education landscape the study finds that entrepreneurship education today consists of a heterogeneous mix of programs that can be broken into two groups entrepreneurship education and entrepreneurship training these programs target a range of participants secondary and post secondary education students as well as potential and practicing entrepreneurs the outcomes measured by program evaluations are equally diverse but generally fall under the domains of entrepreneurial mindsets and capabilities entrepreneurial status and entrepreneurial performance the dimensions of entrepreneurship education programs vary according to the particular target group programs targeting secondary education students focus on the development of foundational skills linked to entrepreneurship while post secondary education programs emphasize skills related to strategic business planning programs targeting potential entrepreneurs generally are embedded within broader support programs and tend to target vulnerable populations for whom employment alternatives may be limited while programs serving practicing entrepreneurs focus on strengthening entrepreneurs knowledge skills and business practices which while unlikely to transform an enterprise in the near term may accrue benefits to entrepreneurs over time the study also offers implications for policy and program implementation emphasizing the importance of clarity about target groups and desired outcomes when making program choices and sound understanding of extent to which publicly supported programs offer a broader public good and compare favorably to policy alternatives for supporting the targeted individuals as well as the overall economic and social objectives

contributed research papers in the indian context

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