

JIGNASA STUDENTS STUDY PROJECTS FOR THE YEAR 2021-22

Name of the topic:

**“AWARENESS ON ENTREPRENEURSHIP & STARTUPS AMONG
RURAL YOUTH - A CASE STUDY OF WARANGAL DISTRICT”**



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DECLARATION

This is to certify that the study project entitled, “**AWARENESS ON ENTREPRENEURSHIP & STARTUPS AMONG RURAL YOUTH**” – A Case Study of Warangal District is prepared by us under the supervision of Dr. S.Vinodar Rao, Lecturer, Department of Commerce, Kakatiya Govt. College, Hanamkonda, Warangal (U) District. We declare that the Study Project prepared by us is original and is not submitted earlier for any other purposes.

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CERTIFICATE

This is to certify that the Study Project entitled, **“AWARENESS ON ENTREPRENEURSHIP & STARTUPS AMONG RURAL YOUTH” – A Case Study of Warangal District** is prepared by **E. Sravya, J. Archana, V. Shivakrishna, Ch. Sujeeth and K. Srivalli** under my supervision. The Study Project is of the standard expected for the presentation in Jignasa Study Projects – 2021. This Study Project has not been submitted for any presentation anywhere. Hence, I recommend that it may be sent for presentation.

(DR.S.VINODAR RAO)

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ABSTRACT:

Entrepreneurship and startups utilises untapped resources, labour, and capital in most effective way. Entrepreneurs take all risks in the hopes of making profit and increasing wealth, or in the case of social entrepreneurship, they provide various services to the community. So the significance of entrepreneurs and the role of entrepreneurship go beyond the business world. The importance of entrepreneurship is so broad that it's quite tough to explain all the aspects of it in a short paragraph. They accelerate economic growth, they create new products and services, they provide jobs and opportunities to majority of the population, they promote innovation and social change, and they are the backbone for industrial development, they bring improvement in work culture and speed. Enterprises and startups together provide around 70% of income to the government in the form of taxes, goods and services. So there is dire need to provide awareness on entrepreneurship and startups to the rural youth.

Keywords: entrepreneurship development; entrepreneurial role ; entrepreneurial avenues; startups; successful entrepreneurs

INTRODUCTION:

The main aim of Entrepreneurship development is to enhance the knowledge and skill of entrepreneurs through several classroom activities, programmes and training. The main aim of the development process is to strengthen and increase the number of potential entrepreneurs.

Entrepreneur development process helps the new firms or ventures achieving their goals, improve business and thereby nation's economy. Another essential factor of this process is to

improve the capacity to manage, develop and build a business enterprise keeping in mind the risks related to it.

In simple words, the entrepreneurship development process is about supporting entrepreneurs to advance their skills with the help of classroom activities, training and coaching classes. It encourages them to make better judgments and take a sensible decision for all business activities.

What is an Entrepreneur?

An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. The entrepreneur is commonly seen as an innovator, a creator, a source of new ideas, goods, services and business or procedures.

Entrepreneurs play a key role in any economy, using the skills and initiatives necessary to anticipate needs and bringing good new ideas to market. Entrepreneurship that proves to be successful in taking on the risks of creating a startup is rewarded with profits, name, fame and continued growth opportunities. Entrepreneurship that fails results in losses and less prevalence in the markets for those involved.

Some Frank Statements related to Entrepreneurs:

- The motive behind taking entrepreneurship is to earn profit by providing useful services to the society.
- A person who undertakes the risk of starting a new business venture is called an entrepreneur.
- He brings in all untapped resources into useful resources.
- An entrepreneur creates a firm to realize their idea, known as entrepreneurship, which aggregates capital and labor in order to produce goods or services for profit.
- Entrepreneurship is highly risky but also can be highly rewarding, as it serves to generate economic wealth, growth, and innovation.
- Ensuring funding is key for entrepreneurs.

- The way entrepreneurs file and pay taxes will depend on how the business is set up in terms of structure.

Definition of Startup:

A startup isn't a normal company its primary goal is to find a business model through trial and error. A startup is a group of trials, through which a company is born.

A startup isn't like a regular company. Actually, we should probably start by asking if a startup is even a company in the first place.

A startup can be defined in many different ways – Eric Ries defines it as “a human institution designed to deliver a new product or service under conditions of extreme uncertainty”. A startup can be defined as “A young company that is still searching for their business model and is aiming for high growth. Startups are usually creating a new type of service or product or aimed at solving a problem.”

Need for the Startup:

Startups are perhaps the most interesting form of company because they offer a unique opportunity for global influence and growth – an opportunity that many people could only dream about a few decades ago.

Startup entrepreneurs create stories about how the future could look and try to make these visions come true. They have a strong belief that they can have an influence on the world and that their actions have consequences that can make the world a better place. In the startup world, a business that's still in the idea phase can potentially have a remarkable impact in the next five years – may be even with a turnover of a billion dollars. This hope is often perceived as hype, and it's a fair point. There is a lot of unnecessary hype around startups. For those who have worked a long time in the startup scene, they're often just annoyed about the hype because they are doing what they do because they want to affect what the future looks like.

Eligibility for Registration under Startup India

The above-mentioned companies are required to meet the following eligibility criteria, to be able to avail the benefits under the scheme:

- The company must be a private limited company or a limited liability partnership.
- The firm must have obtained approval from the Department of Industrial Policy and Promotion (DIPP).
- It must have a recommendation letter by an incubation.
- The firm must provide innovative schemes or products.
- It should be a new firm and not older than five years.
- The total turnover of the company should not exceed 25 crores.
- It should not be a result of any business already in existence, i.e., a company incorporated as a result of the scheme of re-arrangement.

On meeting the above eligibility criteria, a start-up can avail numerous benefits.

Here are the benefits of Startup India scheme that a business owner can avail:

1) Self-Certification

A company is required to comply with various labour law compliance. Non-compliance with such laws leads to strict liability. Startups being fairly new to the eco-systems end up neglecting them.

However, to reduce regulatory liabilities, startups are allowed to self-certify compliance with nine labour and environmental laws. In such a case, no inspection will be conducted for a period of three years.

2) Tax Exemption

In a wonderful movie, the startups registered under the Startup India scheme are exempted from tax. This exemption is provided for a period of the initial three years. Any investment which is made by incubators of higher value than the market price is exempted.

Further, investments made by angel investors are also exempted under the scheme. A tax holiday for the first three years or reaching a certain threshold limit means, that the startup can completely utilize the revenues for business development purposes only.

3) Single Window Clearance from Mobile App

One of the benefits of Startup India includes giving eligible companies an option to register themselves through a single form. This can be done via Startup India mobile application. The application has a single form to allow startups to register themselves.

This app further provides startups with single-window clearances for approvals, registrations, filing compliances, etc. This is the easiest way possible for any individual to start a startup.

4) Patent Protection

If you are someone who has ever registered a patent, you will know the cumbersome process it is. However, several steps are taken under the scheme to protect valuable intellectual property. This includes a fast-track examination of patent applications.

The efforts are not just restricted to fast-track patent application. A rebate of 80% of the total value of the patent fee is also granted once the patent is filed.

5) Relaxed Norms for Public Procurement

Earlier, to go for public procurement, a company was required to have 'prior experience' or a 'requisite turnover'. However, such is not the case. Startup India has paved the way for equal opportunities for both startups and experienced entrepreneurs. Now, public procurement norms have been relaxed for startups. Thereby making it easy for them to go for public procurement.

6) An Incubator Setup

The Startup India scheme includes an incubator module. This module endorses the public-private partnership. The module gives the startup the requisite knowledge and support that are required by the start-ups.

At the moment, there are 118 incubators are powering the startup ecosystem across India, helping the startup ecosystem.

7) Networking Options

Under the scheme, startups get opportunities to meet other startup stakeholders at a particular place and time. These meetings are conducted as fests. These fests are conducted twice, annually.

The fests are conducted on both national and international levels. This provides startups with a great opportunity to not only seek funding but also grow and develop by looking at other startups. It also provides them with a broader perspective with their day to day activities.

8) Government Tenders

Government projects are usually large and have higher monetary incentives. However, it is fairly difficult to obtain one. The primary reason being the competitiveness involved in them.

However, under this scheme, startups are given incentives to receive government tenders. They are also not required to have any prior experience to be eligible to receive such tenders.

9) Research and Innovation Benefits

Startup India also encourages research and innovation among those, who have an aspiration to be an entrepreneur. Proposals are in place to set up seven new research parks. These parks will ensure that facilities are provided to students and startups to research and develop their products/services.

This is a great time in India to start your own business. The benefits of Startup India are numerous and can help you to start your business. With little compliance and a lot of opportunities, avail them at the earliest. This is the time to see your business idea to grow, develop and implement.

Some Examples of Startup Companies:

- **CRED:** It is the youngest Indian startup to be valued at around \$2.2 billion. This 2-year-old startup has more than 6 million customers and about 22% of all the credit card holders. As per the founder and CEO, Kunal Shah, the company is targeting affluent customers and has become one of the most talked-about startups.
- **VERNACULAR.AI:** This startup is an AI-First SaaS business aiming to become the leading voice automation and AI platform globally. The company provides Speech recognition and Voice Assistant as a service to the banking, Food and Beverage and Hospitality industries. Their services have the least human interference and can handle complex servicing issues as well. Founded in 2016, the company has raised \$5.1 million in funding in the year 2020.
- **PHARMEASY:** During the COVID-19 pandemic, the company has become an essential service that has contributed to its growth. The competitors of PharmEasy in India are 1mg and Netmeds. This health tech startup has raised a massive \$350 million, becoming the first E-pharmacy unicorn in India. The funding has been raised after the merger of PharmEasy with its rival Medlife. PharmEasy has acquired 100 percent stake in Medlife, and the latter got 19.95% stake in the merged entity. Both the companies have joined hands and merged in order to beat off the competition from the rival players like Netmeds (Reliance Jio), Flipkart and Amazon Pharmacy who have just entered in the e-pharmacy segment in India.
- **DIGIT INSURANCE:** It is an insurance company that claims to simplify insurance products for everyone so that the view for insurance products can change among people. The company was founded in 2016 and has recently, in 2021, it has made an entry into the Unicorn club after raising a funding of \$18 million. The company raised its first funding in the year 2020, in which Indian celebrity couple Virat Kohli and Anushka Sharma have also infused their \$340K.
- **MEESHO:** Founded in 2015 by IIT-Delhi Graduates, Meesho is the reseller platform that is all set to become the big e-commerce distribution channel where the homepreneurs sell products through WhatsApp, Facebook, and Instagram. The company is valued at \$2.1 billion after raising funds of \$300 million.

- **GROWW:** It is an investing platform that allows its customers to invest in stocks, ETFs, Mutual funds, IPOs and more using its platform. The platform works on both mobile applications and the web. The company was founded in 2016 by 4 ex-Flipkart employees who noticed how difficult it is to invest in India. This realisation made them start Groww which has more than 15 million users registered till now. According to Groww, more than 60% of the company belongs to smaller cities of India that have never invested before. As per one of the founders, Lalit Keshre, Groww is used across India and not just in metro cities. The users are spread across all the major cities of the nation who are working class, young and want to invest their hard-earned money. The company raised \$83 million in 2021 and entered into the Unicorn club. Groww is looking forward to investing this amount in new products, recruiting new talent, and building education platforms for the investors.
- **NYKAA:** It is an online beauty store and a fashion e-commerce platform that was founded in 2012. The company offers wellness and beauty products to customers at reasonable prices. It is interesting to know that it raised \$25 million in March 2020 and is now valued at \$1.2 billion. The company's investors include Bollywood celebrities like Alia Bhatt and Katrina Kaif.
- **UDAAN:** A tech-based startup that provides B2B e-commerce solutions was founded in 2016. Started by the former executives of Flipkart, Sujeet Kumar, Vaibhav Gupta and Amod Malviya, the company has gained a network of more than 3 million users in 900 cities. It helps in connecting more than 25000 sellers in India. The company has signed up thousands of brands which also includes Boat Lifestyle, PepsiCo, LG, ITC, and many other big names. In 2018 and in the shortest period of time, the company has gained a unicorn status. Recently, Udaan has raised \$280 million from its existing and new investors. The company has raised overall \$1.15 billion as of now and has a value of over \$3.1 billion.
- **DREAM 11:** Founded in 2008, DREAM 11 is an online fantasy sports platform that now has more than 10 crore users in India. Based in Mumbai, Maharashtra, the company was founded by two young cofounders, Harsh Jain and Bhavit Sheth. DREAM 11 has raised \$400 million just before the commencement of IPL 2021. One of the investors is TCV which has also backed the giants like Airbnb and Netflix. DREAM 11 is also

India's first Unicorn start up as the company's valuation is now escalated to \$5 billion. The company has grown at a CAGR of 230 per cent in the last 3 years.

- **SWIGGY:** The largest food delivery platform in India, Swiggy is serving in 27 cities and has partnered with more than 40,000 restaurants. Headquartered in Bangalore, the company has recently raised funding of \$800 million and is now valued at nearly \$5 billion.

A Success Story of a Young Entrepreneur who pioneered a Startup to reach the level of UNICORN:

A young entrepreneur who belongs to Warangal District, named Surabhi Vamsheedar Rao, after completion of his dual degree in Computer Science at IIT Chennai got a job offering US \$ 1,10,000 per annum in 2014 from a US based Multinational Company. But he did not accept the job offered from the Healthcare corporate. He joined in a Startup Company namely 34 Cross in Chennai in the year 2014 which was established by Tanmai (Gujarath) and Rajoshi (West Bengal) in the year 2012. As they faced difficulty in getting professionals for their company, they shifted it from Chennai to Bangalore in 2017 and named it as HASURA. Initially in year 2012, it was started with two persons, later 2 more joined (one of them was Surabhi Vamsheedar Rao). As on today it is providing employment to 56 professionals who are getting high remuneration and most of them have IIT Engineering background. In March, 2022, it has reached to the status of UNICORN having valuation of capital over \$ 1 billion.



The young entrepreneur Surabhi Vamsheedar Rao has been interviewed by the student researchers by using Zoom platform to elicit data from him about their Startup Company Hasura, located at Bangalore, India.

PROFILE OF WARANGAL DISTRICT:

Erstwhile Warangal district consisted of many prehistoric habitation sites, which were explored by the Indian archaeological authorities. Paleolithic Rock art paintings are found at *Pandavula gutta*.

Padmakshi Gutta, a Jain temple dedicated to Padmavati located on a hilltop in the heart of the town of Hanamkonda, was originally constructed during the Kakatiya era. The temple has sculptures of Jain tirthankaras and other Jain gods and goddesses. The *Kadalalaya basadi* or Padmakshi Temple is built on a large rocky outcrop.

The Kakatiyas left many monuments, including impressive fortress, four massive stone gateways, the Swayambhu temple dedicated to Shiva, and the Ramappa temple situated near Ramappa Lake. Prominent rulers included Ganapathi Deva, Prathapa Rudra, and Rudrama Devi. After the defeat of Pratapa Rudra, the Musunuri Nayaks united 72 Nayak chieftains and captured Warangal from Delhi sultanate and ruled for fifty years. Jealousy and mutual rivalry between Nayaks ultimately led to the downfall of Hindus in 1370 and the rise of the Bahmani Sultanate.

The Bahmani Sultanate later broke up into several smaller sultanates, of which the Golconda sultanate ruled Warangal. The Mughal emperor Aurangzeb conquered Golconda in 1687, and it remained part of the Mughal empire until the southern provinces of the empire split away to become the state of Hyderabad in 1724 which included the Telangana region and some parts of Maharashtra and Karnataka. Hyderabad became an Indian state in 1948. In 1956 Hyderabad was partitioned as part of the States Reorganisation Act, and Telangana, the Telugu-speaking region of Hyderabad state which includes Warangal, became part of Andhra Pradesh. After the bifurcation of the state of Andhra Pradesh, the district became a part of the new state of Telangana.

SOME OF THE TOP MOST INDUSTRIES IN WARANGAL DISTRICT:

Kakatiya Cotton Industries:

H.No: 2-166, Stambampally of Geesugonda Mandal, Warangal District, PIN 506330. It is a Garment and Textile Industry. It has provided employment to 50 men and women.

Mahalaxmi Agro Industries:

Thimmapur Village, Rangasaipet, Warangal District, PIN 506 005. It is a Food and Agriculture Industry. It has provided employment to 35 men and women.

Annapurna Seeds and Forms:

Madikonda Village, Hanamkonda Mandal, Warangal District, PIN 506 001. It is a Agriculture and Horticulture Industry. Currently providing employment to 50 men and women.

Balaji Institute of Technology and Science:

Laknepally, Narsampet Village, Warangal District, PIN 506 331. It is an Educational and Training Institute. It is providing employment to 100 men and women.

Surya Industries:

Rampur Village, Hanamkonda Mandal, Warangal District, PIN 506 001. It is a Food grains and Food Processing Industry. It is providing employment to 60 men and women.

Delhi Public School:

Peddapendyal Village, Dharmasagar Mandal, Warangal District, PIN 506 151. It is an educational Institute. It is providing employment to 50 men and women.

SOME OF THE ENTERPRISES VISITED BY THE STUDENT RESEARCHERS INCLUDE:

MR Poultry Farm:

Name of the proprietor: Ramana Reddy, Located at Yellaput, Hasanparthy Mandal, Warangal District. No. of workers engaged: 25. Paying daily wages @ Rs. 500 per worker. It has witnessed larger effect during Covid-19 Pandemic situation. Primary Investment: Rs. 10 crores. Baby chicks supplied by Tirumala Hatcheries. The birds are fed by the food made from maize, soya powder, sun flower seeds and so many minerals.



Ganesh Dairy Farm:

Name of the proprietor: Ganesh Suryanarayana, Located at Gunturpally of Kamalapur Mandal, Warangal District. No. of workers engaged: 06, Monthly wages to each worker: Rs. 10,000. No. of buffaloes kept in the shed: 20. Main food for the buffaloes: grass, oil cakes, cotton seeds and bran. Milk production is not uniform throughout the year. Average milk produced per day: 80 Litres.



Kamal Welding and Carpentry works:

Name of the proprietor: Kamal Kumar, Located at Thimmapur of Kamalapur Mandal, Warangal District. No. of workers engaged: 05, Monthly wages to each worker: Rs. 10,000. Nature of works: Turning, welding, wood carving, wood cutting, furniture making, grills and staircase making. Monthly income is not stable depending upon seasons.



Purified Water Plant:

Name of the proprietor: Rajender, Established under Self-employment scheme at Thimmapur Village, Kamalapur Mandal, Warangal District. No. of workers engaged: 05, Daily sales of purified water: 5,000 litres at the price of Rs. 5 per every 20 litres. They are maintaining card system and the amount is collected at the end of every month.



Shani Nursery:

Name of the proprietor: Venkateshwarlu, Located at Arepally of Hasanparthy Mandal, Warangal District. No. of workers engaged: 10. The wage for each workers is Rs. 600. The main aim of growing this nursery is to 'stepping towards green planet'. No. of plants kept for sale: 10,000. The average price of each plant: Rs. 50. Sales have up and downs. High sales are witnessed during monsoon season and low sales during summer months.



Madina Brick Making:

Name of the proprietor: Liyaqat Ali, Located at Ayyapa Swamy Temple, Hanamkonda Mandal, District Warangal. No. of workers engaged: 08, The wages for each worker per month Rs. 12,000. They supply bricks on order from builders. Income is subject to season. Low business during rainy season and high business during winter and summer months.



Manikanta Truck and Bus Wheel Alignment:

Name of the proprietor: Rajesh, MBA. Located at Arepally of Hasanparthy Mandal, Warangal District. No. of workers engaged: Technicians: 04 and Helpers: 06. It was started in 2017 with an initial outlay of Rs. 30 lakhs. Monthly wages for technician: Rs. 16,000 and for helper Rs. 12,000. Income is not stable during the year.



Sri Gopala Manikanta Shilpi Works:

Name of the proprietor: Krishna Sathpathi & Sons, Located at Agricultural University Farm House, Hanamkonda Mandal, Warangal District. No. of workers engaged: 20, Regular orders from customers across the district. Wage for each sculptor: Rs. 20,000 per month. Cutting work is mostly done by machines.



Rama Cement Pipes Company:

Name of the proprietor: Nagaraju, Located at Paidipally crossroads, near to National Highway towards Bhoopalpally. No. of workers engaged: 14. Daily wages for each worker: Rs. 800. They are the makers and suppliers of cement pipes on order. Sales are not uniform throughout the year. Sometimes work is stopped due to non-availability of cement and rods.



Annapurna Para-boiled Rice Mill:

Name of the proprietor: Satyanarayana, Located at Paidipally Village of Hanamkonda Mandal, Warangal District. No. of workers engaged: 10. Wages for each worker per month: 11,000 to 15,000 based upon experience. The mill runs continuously during harvesting time. Rice mill functioning is not uniform throughout the year.



Sai Virat Wood Furniture Works:

Name of the proprietor: Sammaiah, Located at Arepally Village of Hasanparthy Mandal, Warangal District. No. of workers engaged: 08, Wages for each worker per day: Rs. 800. It's a seasonal work. There is larger demand during summer months but sales become slow in rainy months.



STATEMENT OF THE PROBLEM:

Unstable governments adversely affect the business and investment climate and the development of entrepreneurship. The wide gap between policy and implementation slowed down the promotion and development of entrepreneurship in the country. Trainers and motivators in many cases are not well trained and lack the motivation to offer need-based training to the rural youth. There is a high shortage for well-experienced personnel or promotional agencies in the promotion and development of entrepreneurship. Getting sufficient funds for a startup is one of the main issues that all startups face and have to tackle to survive. Lack of proper planning is a major problem for a startup; if a small deviation takes place that shows a negative impact on its earning capacity. This Study is aimed at finding out the reasons why these problems occur and then make recommendations based on the outcome of the study.

HYPOTHESIS TO BE TESTED:

This study is aimed to test the following hypotheses:

H0: Awareness on Entrepreneurship Development and Startups among rural youth has not significantly provided employment opportunities.

H1: Awareness on Entrepreneurship Development and Startups among rural youth has significantly provided employment opportunities.

SIGNIFANCE OF THE STUDY:

Entrepreneurship plays a vital role in the economic and social development of a nation. Many enterprising people who dream of starting their own business lack the resources to do so. As a result, their ideas, talent and capabilities remain untapped and the country loses out on wealth creation, economic growth and employment. If government provides incentives such as cash subsidy, tax holiday, duty concessions, etc., entrepreneurs are induced to set up industries in rural areas. If it takes place, the rural areas get developed not only economically but also socially and results in increase of their standards of living.

OBJECTIVES OF THE STUDY:

- To study the awareness on Entrepreneurship Development and Startups among the rural youth in Warangal district.
- To estimate the role of Governmental and Non-governmental agencies who promote Entrepreneurship Development and establishing Startups within the district.
- To examine the growing trend for the establishment of Entrepreneur Avenues and Startups among the rural youth in the district.
- To focus on the need for establishing new firms and Startups to create employment opportunities among the rural youth in the district.

VII. METHODOLOGY OF THE STUDY

Both the primary and secondary data are used in this study. The primary data is collected in the sample area by conducting field surveys. A questionnaire is prepared to elicit information from entrepreneurs. The questionnaire on the entrepreneurs is used to collect the data pertaining to the usefulness of entrepreneurship development and startups and also to ascertain their satisfaction level. The Secondary data is collected from magazines, periodicals, journals, bank records and from local Collectorate to present past information and data for analytical purpose. Statistical tools such as percentages, averages, ratios, bar diagrams, pie diagrams etc. are used to analyse the data.

a) SELECTION OF THE SAMPLE UNITS

For the purpose of an in-depth analysis on the satisfaction level of entrepreneurs, fifty sample units have been selected by using random sampling method. All these fifty sample units have been selected from the entrepreneurs belonging to various villages of Warangal district. In order to get response from entrepreneurs, a questionnaire is given to them and in some cases information is sought through direct interviews.

b) PERIOD OF THE STUDY

The study covers a period of one week in the first week of October, 2021. It also covers the perception of entrepreneurs on the usefulness of establishing new enterprises and startups and records their satisfaction level.

VII. ANALYSIS OF THE DATA

This section of the study provides the field survey results obtained from the respondents in the form of tables mentioned below. The interpretations are made for each and every question applied in the structured schedule meant for the respondents.

Table 1
Distribution of Sample Respondents

Sl.No.	Name of the District	Name of the Mandal	Name of the Village	No. of respondents
1	Warangal	Hasanparthy	Arepally	10
		Hasanparthy	Yellapur	10
		Kamalapur	Gunturpally	10
		Warangal	Paidipally	10
		Elakathurthy	Thimmapur	10
			Total	50

From the above table it is clear that 50 respondents have been selected from 5 villages in the sample area @ 10 entrepreneurs from each village which come under Warangal district.

Table 2
Usefulness of Entrepreneurship Development and Startups in providing employment opportunities to Rural Youth

Sl.No.	Statement of the Respondents	Total Respondents	%
1	Useful	46	92
2	Not Useful	02	04
3	Can't say anything	02	04
	Total	50	100

It is understood from the above table that out of 50 respondents, 46 respondents have stated that Entrepreneurship Development and Startups is useful i.e. 92 per cent. Only 2 respondents said that Entrepreneurship Development and Startups provide job opportunities to outside people and they also said that such firms create pollution and disturbance in the surrounding areas. Whereas 2 respondents have not given any statement in respect of the usefulness of Entrepreneurship Development and Startups. It is evident from the above table that Entrepreneurship Development and Startups are useful to the society and the nation at large.

Table 3

Gender-wise Classification of Respondents

Sl.No.	Gender	Total Respondents	%
1	Male	40	80
2	Female	10	20
	Total	50	100

It is analysed from the above table that out of 50 respondents, male comprising 40 i.e. 80 per cent and female respondents comprising 10 i.e. 20 per cent. It is evident that male entrepreneurs show more compassion for Entrepreneurship Development and Startups.

Table 4

Age-wise Classification of Respondents

Sl.No.	Age range	Total	%
1	Below 25	11	22
2	Above 25 and Below 50	30	60
3	50 and Above 50	09	18
	Total	50	100

It is found from the above table that out of 50 respondents, majority of the respondents belong to the age group of above 25 years and below 50 years whose number comprising 30 i.e. 60 per cent. The second group of respondents whose age is below 25year comprising 11 i.e.22

percent and 50 and above 50 age group are 9 in number i.e. 18%. It is evident that youth show more interest for Entrepreneurship Development and Startups.

Table 5
Perception of Respondents on Entrepreneurship Development & Startups

Sl.No.	Perception of Respondents	Total	%
1	Benefits reaped	46	92
2	Benefits not reaped	02	04
3	Can't say anything	02	04
	Total	50	100

It is explored from the above table that majority of the respondents feel that they are highly benefitted by Entrepreneurship Development and Startups. Very negligible no. of respondents i.e. 2 out of 50 felt that they have not reaped benefits from Entrepreneurship Development and Startups. Very less number of respondents i.e. only two respondents said that they can't say anything.

Table 6
Satisfaction Level of Respondents over Entrepreneurship Development and Startups in rural areas

Sl.No.	Satisfaction level	Total	%
1	Excellent	20	40
2	Good	18	36
3	Average	08	16
4	Poor	04	08
5	Can't say anything	Nil	00
	Total	50	100

It is explored from the above table that majority of the respondents feel that they are highly satisfied over Entrepreneurship Development and Startups in rural areas. Very negligible no. of respondents i.e. 4 out of 50 felt that they are not satisfied on Entrepreneurship

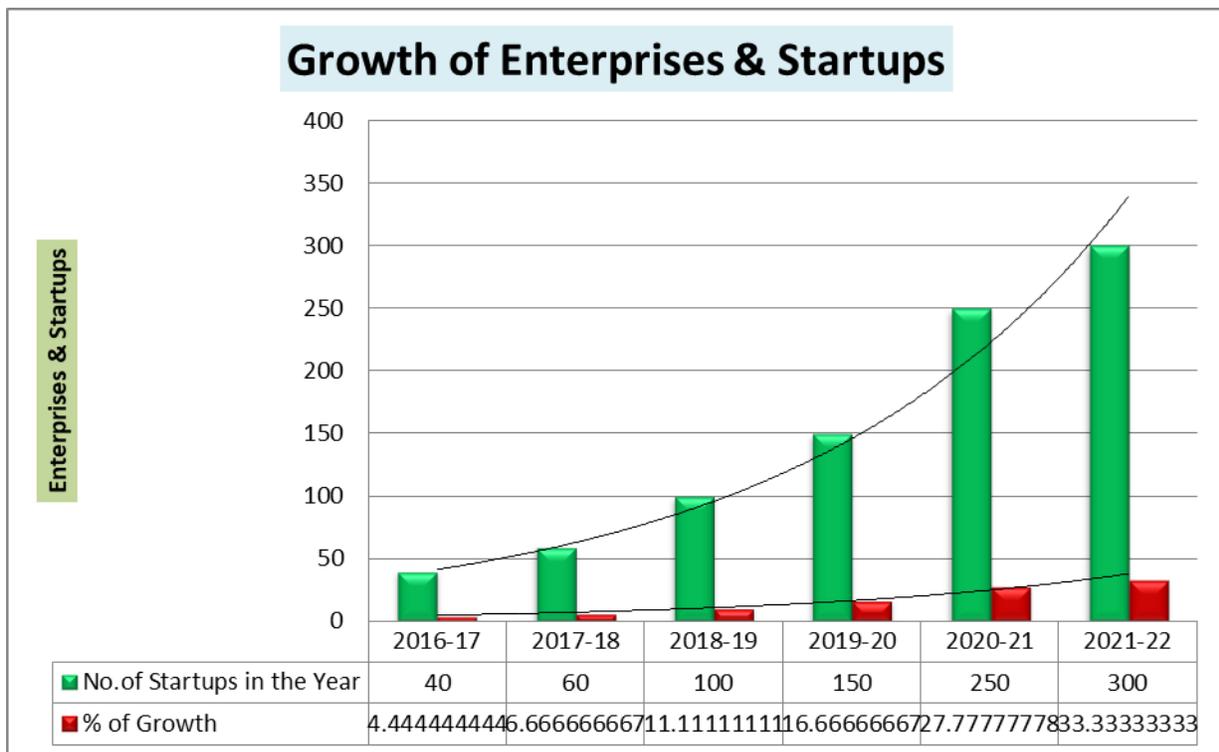
Development and Startups in rural areas. The no. of respondents who are neutral to express their opinion on their satisfaction level is zero.

Table 7

Comparative studies related to the growth of Enterprises & Startups in the last six years in Warangal District

Sl.No.	Financial Year	No. of startups in the year	% of growth
1	2016-17	40	4%
2	2017-18	60	7%
3	2018-19	100	11%
4	2019-20	150	17%
5	2020-21	250	28%
6	2021-22	300	33%
	Total	900	100%

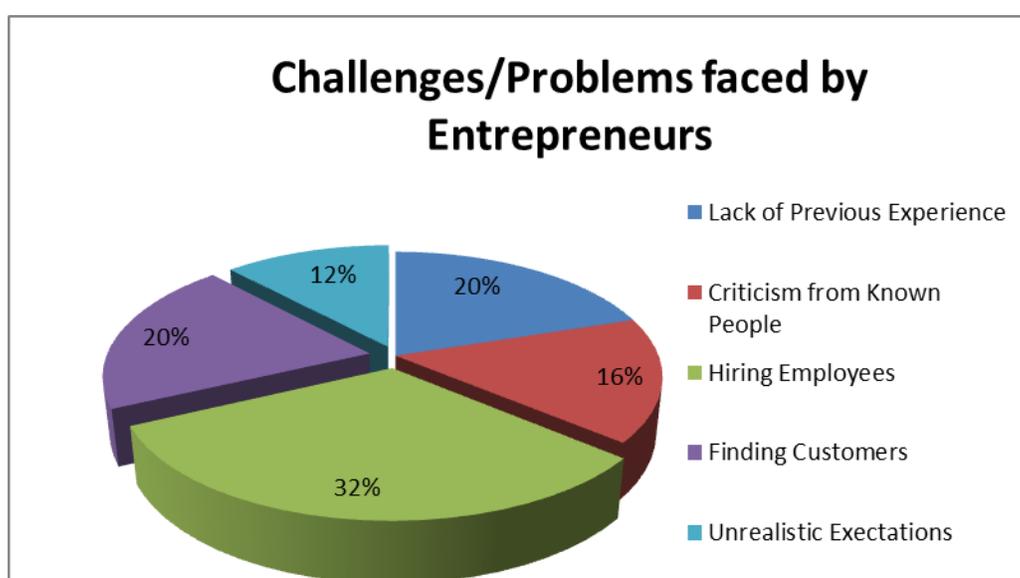
(Source: District Industries Centre, Warangal)



It is learnt from the above table that the growth of Enterprises and Startups is commendable from year to year. In financial year 2016-17 the growth rate was just 4%. But in the financial year 2021-22 the growth rate was 33%. We witness a rapid growth in last 6 years. This growth is due to the awareness on Entrepreneurship Development and Startups.

Table 8
Challenges/Problems Faced by Young Entrepreneurs

Sl.No.	Name of the Challenge/Problem	No. of Entrepreneurs	%
1	Lack of previous experience	05	20%
2	Criticism from known people	04	16%
3	Hiring Employees	08	32%
4	Finding Customers	05	20%
5	Unrealistic Expectations	03	12%
	Total	25	100%



The above table depicts that out of 25 respondents 5 respondents said that they have no previous experience. Three respondents have stated that they come across unrealistic expectations. Eight out of 25 respondents said that they faced problem in hiring employees according to job requirement.

IX. LIMITATIONS OF THE STUDY

1. Financial constraint: Insufficient funds tend to peril the efficiency of the researchers in securing the relevant material, literature and information in the process of data collection.
2. Time constraint: The researchers are engaged with other activities related to academic work. Since the researchers are busy with their semester-end examinations, they are unable to spend much time on this study.
3. Since the beneficiaries are scattered over a wide area, it has become a problem to send questionnaire to them to elicit information. As this sample is not quite representative of the entire entrepreneurs community of Warangal district, it may suffer from sampling errors and certain drawbacks.

FINDINGS OF THE STUDY:

This study reveals that entrepreneurship development programmes and startups are highly useful to the rural youth. This study indicates that the Alternative Hypothesis is proved correct as 92% of the respondents stated that Entrepreneurship Development & Startups are providing employment opportunities to rural youth. It is found that most of the rural entrepreneurs are settled at their workplaces. This study observes that there is a shortage for skilled personnel even though high amounts are offered to them. It also came to our observation that some rural youth are aware of schemes like SETWAR, TRYSEM, and DWAKRA etc. This study brings out that many of the rural entrepreneurs are using the local resources effectively and efficiently and turning them into useful products but at the same time they have some external pressures.

SUGGESTIONS AND CONCLUSIONS:

This study suggests that unemployed youth should come forward with a proper plan of action to establish a startup to utilise their skill which results in not only becoming the earning people but also turn to be an example for others. Entrepreneurs should have awareness on various

governmental schemes meant for them. At the same time the government should spread the awareness on schemes like Make in India, Start-up India etc. Entrepreneurs should encourage research and innovative activities to produce products at low cost. Cooperation and coordination should be developed between the public and private sectors. Tax structure should be made favourable to the entrepreneurs

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9. Marital Status

- a) Married b) Unmarried e) Widowed
c) Separated d) Divorced

10. Present Occupation: a) Businessmen b) Students c) Professionals d) Others

12. Family Members: Adults a) Male b) Female
 Children a) Male b) Female

Total Members:

II. Bank particulars of the Individual:

1. Type of account:
2. How long are you using banking:
3. Account Number:
4. Date of Opening the Account

III. Awareness of the respondents on Entrepreneurship Development and Startups:

1. Whether awareness on Entrepreneurship Development and Startups is useful or not: Yes/No
2. Relative usefulness of Entrepreneurship Development and Startups when compared with the functioning of traditional firms: Low/High
3. Perception regarding the usefulness of Entrepreneurship Development and Startups:
Useful/Not useful/Can't say anything
4. Fraudulent activities or Threats faced by Respondents while establishing New Enterprises and Startups:
a) Online cheating c) Phishing E-mails
b) Blackmailing by opponents d) Political/Local pressure

5. What is your satisfaction level on Entrepreneurship Development and Startups:

- a) Excellent
- b) Good
- c) Average
- d) Poor
- e) Can't say anything

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Certification after state level presentation from the jury: Prof V .Usha Kiran, DR A. Patrick , Department of Commerce Osmaniya University-Hyderabad