

## A Study On Government Schemes for Entrepreneurs

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### Abstract

India is a developing country. It is a most populous and 7th largest country by area. Large population implies a large prospective market in India and puts more pressure for employment in the country. In the present decade, India is undertaking an essential shift towards startup welcoming policies and a business friendly environment. India in the competitive environment forced to create innovative systems. Due to globalization and advancement in technology competition is increasing day by day that's why self-employment consciousness among people is increasing at fast pace. India, entrepreneurship can prove as one stop solution for addressing the major problems like unemployment and poverty. Entrepreneur is a person who setup a business or taking on financial risk in the hope of profit. This study states the level of awareness of schemes among the entrepreneurs. The objective is to study the level of awareness of the schemes provided by central government for entrepreneurs. This data is collected from the structured questionnaire with 100 respondents. Simple percentage is used in this study to know the perception of Entrepreneurs towards schemes provided by central government. The Entrepreneurial perception toward loan is found to be more predominant and considered as a security for the new venture.

**Keywords:** Entrepreneur, Entrepreneurship schemes, awareness.

### I. INTRODUCTION

Entrepreneurship is the process undertaken by an individual to augment his business interest. It is an exercise involving innovation and creativity that will go towards establishing his/her enterprise. Entrepreneurship is neither science nor an art, it is the practice. Entrepreneurship is the starting of new organizations or revitalizing nature organizations. Particularly new business generally in response to identified opportunities. Entrepreneurship is a creative human act involving mobilization of resources from one level of productive use to a higher level of use.

An Entrepreneur is a person, who creates a new business, bears risks involved and enjoying most of the rewards. An entrepreneur is seen as an innovator, a source of fresh ideas, goods, services, and business procedures. Entrepreneurs play a key role in any economy. Entrepreneurship leads to the creation of small and medium scale businesses, providing employment opportunities, income generation, uplifting of standard of living, and utilization of human, material and financial resources of a country in the right direction. Government schemes can help entrepreneurs in India to grow their small business. These schemes are providing financial assistants, subsidy and guidance to them. The benefits of the schemes are enjoyed only when there has awareness among beneficiaries. The present study covers the level of Entrepreneur's awareness about government schemes.



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