**Entrepreneurship Development(Module IV)**

**IDENTIFICATION OF BUSINESS OPPORTUNITIES IN THE CONTEXT OF KERALA.**

There are more business opportunities here due to the following reasons.

**1. THE KERALA ADVANTAGE**

the business has wider scope for development in kerala due to the following advantages processor to buy it.

A. It has strategic location on the trans- national trade corridor

B. Have well connected road and Rail Network

C. It has four international airports at Thiruvananthapuram Kozhikode and Kannur

D. It has an excellent communication network

E. There is a highest density of Science and Technology personnel

F. Kerala has 100 percentage literature workforce.

G. Kerala has India's most advanced society.

H. Necessary assistance is provided for making of industrial product in the state.

**2. HIGH QUALITY HUMAN CAPITAL AND SOCIAL DEVELOPMENT**

Kerala has enviable human resources. It literacy level are over 90 percentage. significantly above the country average is specially for women the state scores the highest among all Indian state on the UNDP Human Development Index.

**3 TRADITIONAL AREAS OF STRENGTH**.

Kerala long scenic coastline has provided ample opportunities for factors such as tourism and Marine products. the state is now one of the highest Honours of tourism revenue in the country and one of the world's premier tourist destination.

**4. ECONOMICALLY SUCCESSFUL DIASPORA**.

non resident Indians from Kerala are economically successful and Rehmat significant amount to their home state. Over the past 5 years deposits from Keralities non resident account for an impressive 13 % of the countries total NRI deposits.

**5. TOP QUALITY INFRASTRUCTURE.**

top quality infrastructure support that Kerala offers today investor is one of the most important factors contributing to making up the land of Ideal business opportunities. apart from its high quality manpower providing enough intelligent and trained personnel for all types of jobs, the state which is abundantly blessed in natural resources also has excellent transport and communication networks.

**6. INVESTMENT CLIMATE**.

A study conducted by the CONFEDERATION OF INDIAN INDUSTRY (CII) across 18 states in India ,on the attractiveness of the state in attracting investments ,rated Kerala as the best in the country in overall ranking .

**INDUSTRIAL PROMOTION ACTIVITIES OF GOVERNMENT OF KERALA.**

**A. DIRECTORATE OF INDUSTRIES AND COMMERCE.**

The services of the DIRECTOR OF INDUSTRIES AND COMMERCE (DI&C) are stated below

\*Coordinates all industrial activities of the state.

\*Implement schemes as envisaged in the industrial policy

\*Develop small scale industries in a planned manner

\*Keep database of small scale industrial units in Kerala

\*Co-ordinate all the activities of car development and Handloom and textiles

\*Act as a register of cooperative societies

**B. INDUSTRIAL PROMOTIONAL INSTITUTIONS**

\*KFC-KERALA STATE INDUSTRIAL DEVELOPMENT CORPORATION.

\*KSIDC-KERALA STATE INDUSTRIAL DEVELOPMENT CORPORATION.

\*KITCO-KERALA INDUSTRIAL AND TECHNICAL CONSULTANCY ORGANISATION.

\*SIDCO-KERALA SMALL INDUSTRIES DEVELOPMENT CORPORATION.

\*CMD-CENTRE FOR MANAGEMENT DEVELOPMENT.

\*KSETDC or KEREXIL-KERALA STATE EXPORT TRADE DEVELOPMENT.

\*TECHNOPARK-ELECTRONIC TECHNOLOGY PARKS-KERALA.

\*CAN K-BIP KERALA BUREAU OF INDUSTRIAL PROMOTION

\*KINFRA-KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT CORPORATION.

\*SISI small industries service Institute.

Central level Institutions also acting as industrial promotion agencies in Kerala this agencies are.

1.SIDBI SMALL INDUSTRIAL DEVELOPMENT BANK OF INDIA

2.STPI-T SOFTWARE TECHNOLOGY PARKS OF INDIA -THIRUVANANTHAPURAM

**C. INCENTIVES AND SUBSIDIES IN KERALA.**

Government of Kerala provide incentives and subsidies to entrepreneurs. Now your package of incentives and subsidies are made available to entrepreneurs in Kerala, this package is known as ENTREPRENEUR SUPPORT SCHEME-ESS

**ESS-ENTREPRENEUR SUPPORT SCHEME.**

In 2012 Government of Kerala introduced ESS with a view to assist entrepreneurs in the state.The ESS time to merge and replace all the previous schemes titled ENTREPRENEURS SUPPORT SCHEMES.

**OBJECTIVES OF ENTREPRENEURS SUPPORT SCHEME( ESS .)**

#provide extensive support to micro small and medium enterprises.

#give one time support to entrepreneurs with due regard to special categories by optimal utilisation of funds.

**ROLE OF INDUSTRIES DEPARTMENT.**

. Identify entrepreneurs and motivate them.

. Provide project ideas and guidance.

. Give appropriate Technology source and international partners.

. Conduct seminar and exhibitions to assist stakeholders.

. Create an extended infrastructural requirement.

**IMPORTANT DEFINITIONS AND EXPLANATIONS.**

ENTREPRENEUR: A person who has filed Entrepreneur Memmorandum as per MSMED Axt 2006 before the industries department and has taken effective steps to set up an industrial unit.

ENTERPRISE: industrial unit fall under micro small and medium category in the MSMED Act 2006.

WOMEN ENTERPRISE: an enterprise in which at least 50 percentage of the promoters are women

YOUNG ENTREPRENEUR: an entrepreneur between the age of 18 and 45.

SCHEDULED CASTE AND SCHEDULED TRIBE ENTREPRENEUR

An entrepreneur belonging to scheduled caste for Scheduled Tribes under the Constitution Amendment order 1950,. in case of more than one promoter then to be eligible for assistance under this scheme at least 50 percentage of the promoters Shall be sC /ST

NEGATIVE LIST: list of industries declared by government from time to time which are not to be encouraged by giving any government financial assistance.

SANCTIONING AUTHORITY: general manager direct industrial symbols in case of assistance for startup support. the district level committee in case of Technology support and the district or state level committee is in case of investment support.

**ELIGIBILITY FOR APPLICANTS.**

All mSME Enterprises engaged in manufacturing activities which had registered under Udyog Aadhar shall be eligible for this assistance.

**AMOUNT OF SUBSIDY.**

subsidy in the scheme shall be limited to an amount of 3000000 per applicant unit to be availed only once, the upper limit of 30 lakh shall be enhanced by 5 percentage per annum during the period of operation of this came to address the escalation of cost.

**POWERS AND SERVICES OFFERED BY THE SANCTIONING AUTHORITY**

the power to sanction assistance under the scheme shall be vested with the general manager ,district industrial centre ,District level committee and state level committee.

**UNDER ESS THE ASSISTANT IS GIVEN IN THE FOLLOWING THREE FORMS;**

1 . Startup support: increase of all entrepreneurs who have sanctioned term loan by any financial institution Against The Definite project report recommended and forwarded by industrial department and approved by Financial Institutions Shall be given startup support of 50 % of The Eligible subsidy maximum 3 lakhs.

2 . INVESTMENT SUPPORT: those entrepreneurs who have started industrial unit with owned funds shall be given the entire subsidy as investment support.

3 . TECHNOLOGY SUPPORT: all industrial unit which have acquired new technology from government approved research institutions including engineering colleges shall be given additional subsidy maximum 10 lakhs.

**FUTURE OF BUSINESS IN KERALA (NEW BUSINESS OPPORTUNITIES IN KERALA)**

**1. Tourism.**

2. Information technology.(computer related industries)

3. Entrepreneurial development.

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**ENTREPRENEURSHIP DEVELOPMENT CLUB-ED CLUB.**

Department of industries and Commerce Government of Kerala formulates yes scheme to set up entrepreneurship development clubs in schools and colleges of the state to inculcate entrepreneurial culture amongst youth and equipped them with the skills and techniques and confidence to act torch bearers of enterprise for the new generation.

**MISSION OF ED CLUBS.**

To create wealth and Employment commensurate with unlimited natural and womens human resource potential of Kerala by developing entrepreneurship in the youth.

**SCOPE OF THE SCHEME.**

the scheme will be implemented in selected engineering colleges polytechnics arts and science colleges and Higher Secondary Schools. Government aided and unaided institution can set up e d clubs.

**FUNCTIONS OF CLUBS**

. Organised interactive sections with successful entrepreneurs

. Organise debates and workshops.

. Organise industrial visit to business Enterprises

. Interaction with promotional/successful entrepreneurs

. Organised entrepreneur awareness programme

. To introduce talented youths to industrial research organisations.

. exposure to National and international events in various parts of the country related to industries.

. To familiarise the youth to the latest development through media.

**OBJECTIVES OF ED CLUBS.**

1.. To inculcate social virtues

2. To sensitize students on the real economic and industrial development scenario of the state

3. To make them aware of the unlimited developmental potential of the state

4. to inculcate entrepreneurial culture in students

5. To induct entrepreneurial spirit in the institutions

6. To bring successful entrepreneur and students on a common platform

7. To educate members on various dimensions of industry

8. To nurture latent entrepreneurial talent.

**Implementing agency**

District industries centre (DIC) concerned will be e the implementing agency. General manager, DIC shall advise the activities and have close laison in conducting activities.

**Financial assistance**

A grant of Rs.12000 per annum will be given to each club by the department of industries and commerce.A minimum of 10% is to be contributed by the institution.

**FORMAT FOR APPLYING FOR FINANCIAL ASSISTANCE FOR ENTREPRENEURSHIP DEVELOPMENT CLUB.**

Name of Institution.

Address in full.

Number of members enrolled.

Name and designation of coordinator.

Bank account number.

Address of the bank.

Activities proposed to be undertaken by ED club.

Whether one or second installment.

if this is for installment preceding number and date of installment and enclosure status report.

we certify that the conditions for Grand 2 assistance to the club have been compiled with signature of coordinator signature of principal.

Place and date. Office seal.

**SKILLS REQUIRED FOR AN ENTREPRENEUR**

in order to become successful in business and Entrepreneurship should have the following skills.

1. Conceptual skill:

2.Technical skills

3. Human relation skill

4. Communication skill

5. Decision making skill

6. Marketing skill.

7. Project development skill.

8. Management skill

**SKILL DEVELOPMENT FOR ENTREPRENEURS.**

For success in business entrepreneur require some skills it can be developed in the following ways.

1. Self recognition-skill he processes.

2. Self assessment-after getting clear idea about the skill required for a particular type of behaviour the entrepreneur should see what extent he processes this skill.

3. Comparison of skills-compare the individual skills with the skills required for the desired performance.

4. Developing skills-once realise that an individual does not process a particular skill the next step will be to develop the skills.

**SKILL DEVELOPMENT EXERCISES.**

A. Understand the stories of successful entrepreneurs.

B. make a list of problems that you are likely to face by becoming an entrepreneur.

C. conduct a brainstorming session to come up with a new business idea.

D. Visit an MSME unit and understand the problems faced by them.

E. find out the latest government policies assistance and concession to MSMEs.

**Business incubation**

Business incubation is an attractive innovation for entrepreneurs who wantto stat a business from zero. Business incubation is provided by an organisation or centre. This organisation or centre is known as business incubator. The business incubator provides shared office space, management support services, and management advice to entrepreneurs.

Business incubators nurture startup companies by providing them guidance and support during their start up periods. Business incubator offers a range of business development services to meet the needs of New ventures.

In short, business incubators provide a physical location in which a new business can commence, coupled with support services such as shared facilities and business advice.

Business incubators are also called enterprise centres, nursery estates, shared workspaces, managed workspaces Venturi unit.

The first incubator in the world is believed to be the Batavia Industrial Centre started in 1959 at New York.

**Benefits provided by Business Incubators**

\* Creating jobs and wealth

\* Fostering a community's entrepreneurial climate

\* Technology commercialization

\* Diversifying local economies

\*Building or accelerating growth of local industry clusters

\*Business creation and retention

\* Encouraging women or minority entrepreneurship

**Classification or types of Business incubators**

A. On the basis of types of sponsorship

1. Government sponsored

2. Nonprofit organisations sponsored

3. University or academic institutions sponsored

4. Privately sponsored

B. On the basis of objective

1. General purpose innovatives:- the main objective of general purpose incubators is to create employment.

2. Technology incubators:-to commercialize new product or services

3. Specialist incubators:- focus on specific industry areas

**Services provided by business incubators.**

**1.** Help in project report preparation

2. Provide additional information and access to various types of financial and technical assistance

3. Provide the following business advice

\*Developing business idea

\*Business and strategic planning

\*Financial and legal advice

\*Marketing and sales

\*Management

4. Provide the following businessr services

\*Reception and telephone answering

\*Office and workshop accommodation

\*Conference and meeting rooms

\*Photocopier, fax, and postage services

\*Bookkeeping and word processing

5. Provide the following business support

\*Mentoring

\*Synergies with other client businesses

\*Networking

6. Provide an environment where small businesses are not alone, thereby reducing the anxiety of starting a new venture etc.

**Setting up of a business incubation centre**

It is very difficult to set up a business incubation centre. Before setting up of a business incubation centre, it is essential to conduct a feasibility study. A thorough feasibility study is needed to determine the market demand and type of incubator required. Feasibility studies are best carried out by an external consultant with experience in business incubation techniques. After determining the market demand and type of incubator required, it is necessary to ensure the availability of resources that are needed to establish a business incubation centre.