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Author: NIIR Board
Format: paperback
Code: NI106
Pages: 270
Price: Rs 400 | US$ 10.8
Publisher: NIIR PROJECT CONSULTANCY SERVICES
Shipping: 5 days

About the Book

Hundreds of thousands of people start their own businesses every year, and untold more dream about the possibility of becoming their own bosses. While entrepreneurship has its many potential rewards, it also carries unique challenges. Entrepreneurship is an act not a born tact, you need to understand the environment to set up an enterprise of you own. Setting up a business requires many things like understanding yourself, understanding market and availing funds are certain basic things that one must mandatorily know before making a business decision. To start a business of your own you need to understand the environment to set up an enterprise of you own. Starting a business involves planning, making key financial decisions and completing a series of legal activities. To run a successful business, you need to learn all about your existing and potential customers, your competitors and the economic conditions of your market place. Entrepreneurship helps in the development of nation. A successful entrepreneur not only creates employment for himself but for hundreds. Deciding on a right project can lead you to the road to success. The purpose of this book is to enrich the people with an understanding of the entrepreneurial process. There is no presumption, however, that entrepreneurship can be taught, because entrepreneurs have their own peculiar way of doing things. Yet it is possible to help them be better prepared for transforming dreams in realities.

Startup India Stand up

Our Prime Minister unveiled a 19-point action plan for start-up enterprises in India. Highlighting the importance of the Standup India Scheme, Hon'ble Prime minister said that the job seeker has to become a job creator. Prime Minister announced that the initiative envisages loans to at least two aspiring entrepreneurs from the Scheduled Castes, Scheduled Tribes, and Women categories. It was also announced that the loan shall be in the ten lakh to one crore rupee range.

A startup India hub will be created as a single point of contact for the entire startup ecosystem to enable knowledge exchange and access to funding. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with jobs creation.

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and Startups in the country. This will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative aims to empower Startups to grow through innovation and design.

What is Startup India offering to the Entrepreneurs

Stand up India backed up by Department of Financial Services (DFS) intents to bring up Women and SC/ST entrepreneurs. They have planned to support 2.5 lakh borrowers with Bank loans (with at least 2 borrowers in both the category per branch) which can be returned up to seven years.

PM announced that “There will be no income tax on startups’ profits for three years”

PM plans to reduce the involvement of state government in the startups so that entrepreneurs can enjoy freedom.

No tax would be charged on any startup up to three years from the day of its establishment once it has been approved by Incubator.

This book majorly deals with the advent of quality management & its impact on marketing, total quality management, measuring customer satisfaction, pitfalls of the traditional approach, customer value management, marketing research for new ventures, implications of market research and competitive analyses, new developments in business to business marketing , relationship building in key account management, enlarging domain of marketing, finance for exports, understanding world trade environment, global marketplace of the nineties, business environment and political variables analysis, dimensions of political environment and so on.

Consequently the book is organized to explore the nature of entrepreneurship, provide models for new venture creation and describe way to help entrepreneurs succeed. The book contains different parameters, procedures and facilities provided by central and state Govt. The book can prove to be a useful compendium for anybody wanting to setup a small scale unit.

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