

1

Entrepreneurship and its Sustainability Phenomena: Way Forward

Subhendu Mukherjee* Runumi Das** &
Anjan Bhuyan***

Abstract

The Covid-19 pandemic has changed the whole world and it also impact the business environment of whole world. This pandemic witnessed for a worst livelihood of human beings and their profession. This exploratory study targets the entrepreneurship scenario of states of India on the basis of some initiatives taken by the appropriate authorities with the help of some institutions. In India institutions like IIE (Indian Institute of Entrepreneurship), NIESBUD (National Institute of Entrepreneurship and Small Business Development), SIDC (Small Industries Development Corporations), MSME (Micro Small Medium Enterprises) etc continuously pushing entrepreneurs from various aspects and help them to sustain for a longer time period. But from the period 2020 to 2024 the activities started to back on track after the pandemic vanishes. Still some issues are facing by these institutions, and despite of having these they are trying to provide adequate support to entrepreneurs. This study takes only secondary data in account from authorized sources to explore the entrepreneurship scenario

* Research Scholar, Department of Business Administration, Tezpur University

** Associate Professor, Department of Business Administration, Tezpur University

*** Professor, Department of Business Administration, Tezpur University

after covid-19 and help to know about present status in line with the time. It provide insight towards the initiatives in from of schemes, programs, trainings awareness activities for the entrepreneurs in India through this exploration.

Keywords: Entrepreneurship, Sustainability, Programmes, Phenomena, Pandemic, Theoretical.

Introduction

Entrepreneurship is the process of starting a new business, it matters not only towards the people who basically start these, but also for towards the society. New business is basically identifying the potentially raw materials and try to convert these into a finished goods and which ultimately prefer by the society and other businesses. Entrepreneurship introduces some structural changes in the economy, introduce some resources into the society for its optimum use and also pull out those which are not valuable for the end consumption. This type of modification in the environment also help in the increase the standard of living and introduce some sustainability, so for this it can be said that entrepreneurship is the key aspect to introduce some meaningful upgrade and overall development. The decision to start a business is dependent to person to person but ultimately it is influenced by the surroundings (GEM report 2023-24). In the disaster situations social, sustainable, rural and micro, small entrepreneurs have suffered most. The concept of social entrepreneurs is very popular and a developing country like India also witnessed regarding livelihood improvement. Further national level authorities along is also having some responsibilities towards these entrepreneurs for their development as well as human capital skills upgrade (Onyx & Leonard, 2010). Administration can easily influence the works of social entrepreneurs and help them to sustain and made a identity (Bozhikin et al., 2019). The concept of entrepreneurial organizations in the social system shapes both local and regional economies, which also ensures to build a good business environment for them and serve the society (Esteves et al., 2021). To sustain for a longer time a proper business model for entrepreneurship is required and which can be made with the help of various supports from several authorities, further an

efficient model also help to fight in some uncertain situations (Dahle et al., 2023). Along with the entrepreneurship development the authority is also need to take into account the growth of the area like build a good city with smarter innovation and technologies. It will ultimately help both the parties (Dolmans et al., 2023). Now the sustainable entrepreneurship and its impact on society is a concerned topic and this function through digital platform and latest technology entrepreneurs growing fast and capturing market after facing several unfavorable business cycles (Gregori et al., 2024). Further in collaborating with universities, technological institutions the new way for executing business is now become a trend specially after a dark night like pandemic (Hasche & Linton, 2021). The digital social entrepreneurship is the new area of business and after covid-19 pandemic this becomes more important for most of the enterprises and it also express that the government support in uncertain situations is required (Ibanez et al., 2022).

Along with the entrepreneurship development its sustainability and impact on livelihood is also important aspect. The development of entrepreneurship through various initiatives is the key important areas and authorities are trying to push these for the overall growth. Further their impacts on livelihood are needs to be studied. There is a need to more entrepreneurial orientation specially among university youths and further it will create a positive attitude towards sustainable development (Pacheco et al., 2024). Basically, sustainable entrepreneurship is focus towards livelihood and its main aspects are poverty reduction and application into rural areas, semi urban areas and (Tabares et al., 2022). In order to create a good business environment and to support entrepreneurs, the institutional partnership is a viable one to offer strategic ways to overcome all uncertainties and social problems (Battisti, 2019). The social capital and strategies with the institutional partnership basically helps important solution to cater the problems of post COVID-19 scenario (Al-Omoush et al., 2020). The support from public authority is different from that private one and they take temporary problems rather than supportive initiative only, further their contribution is difficult to measure and they basically work for holistic development (Van Lunenburg, 2024). So, by this exploration an idea can be generated regarding the execution process of some appropriate authorities regarding entrepreneurship environment.

Review of Literature

Entrepreneurs are really capable in making significant influence in own and neighbor countries and the new entrances in the business world with a positive motivation are highly appreciable. The main difference is found in the level of motivation with respect to educational, process regarding how to operate and dissatisfaction after the failure (Zalkat et al., 2024). To do something for the society entrepreneurs perform activities like corporate social responsibilities irrespective of any aspect, but sometimes the religion factors influence more entrepreneurs to stay away from those and by doing this the support and link between business and society is disrupted completely, after that their family and community face some obstacles (Vu et al., 2024). The support system towards entrepreneurs by public sector is much different than a private institutions, it was also found that the management of public sectors are good and they are also having support from surroundings to stand behind entrepreneurship process (Van Lunenburg, 2024). The proper learning regarding entrepreneurship among youths is required, then some awareness can be created. There is a positive relationship exists between know how and entrepreneurship for upcoming generation (Somia et al., 2024). Entrepreneurship for society and its support is necessary, in this regard the link between public administration and social entrepreneurs is very strong and these institutes are also required to provide assurance in several business uncertainties (Schin et al., 2023). Entrepreneurship development through training in innovative way is much required, the visual narrative training also for women entrepreneurs definitely help to grow and sustain. The visual narrative tool is not only helpful for new strategies but also it motivates the prospects and influence towards the entrepreneurship (Rivo-López et al., 2022). Gender based entrepreneurship is also got attention in recent times and in some studies it was found that women entrepreneurs get more subsidized supports from the authorities which help them to move and create an identity in the society. Women entrepreneurs are basically survive through establishing and building strategies for them (Hendratmi et al., 2022). The reforms by the governments results in changing the attitudes of entrepreneurs and prospect startups regarding new venture

development and also for upcoming entrepreneurs it open the paths to fully contribute towards the profession (Mitchell & Dino, 2011). Especially the student towards the venture creation is the new era of entrepreneurship, the proper support with adequate technological initiatives will result in creating good business and creative industry (Hasche & Linton, 2021). The entrepreneurial training is useful for developing skills, knowledge, know how, exposure towards business etc and after receiving various training programs it help entrepreneurs to become strong psychologically and commit towards more entrepreneurial action (Morris et al., 2023). The sustainability of the entrepreneurs also backed by digital connectivity, the new era of IT has created an network in virtual world and it contribute towards the all efforts and strategies of entrepreneurs (Gregori et al., 2024). The role of incubators is also important and the institutes along with financial support provide this service especially for young entrepreneurs. Business incubators work as the seed for prospects and this help them to become full fledged survivor in the competitive environment (Rosado-Cubero et al., 2024). The business perspectives in system form through new initiatives is also required for new as well as established business then it will result a positive outcome (Cechvala & Ganson, 2024).

Conceptual Framework

The entrepreneurship in a nation can be treated as the new changing era from time to time and its influence over society is significant important to judge the success rate. Business is a complex process and it always have some fluctuations in its operation, in certain times some uncontrollable events hits this very adversely and all ultimately suffer. The same thing also can be observed from recently pandemic in worldwide that is corona virus (Covid-19) which almost changed the world operation. Several people lost life, family, business, profession, in nutshell it can be said that the society's livelihood is completely destroyed by this pandemic. The business environment, economy completely got down for this and after this pandemic it was also not very easy for the countries to revive back their old situation, various countries still fighting to get stand up again in world economy though these processes is not observable quickly.

In India entrepreneurship is the growing aspect of business and compare to the prior time, the whole scenario of entrepreneurship has already change with the help of initiatives and cooperation of concerned authorities. There are some institutions which specially established for entrepreneurship development, and this research completely focused on those and their recent initiatives for the entrepreneurship. These institutions are can also be called as development organizations which provide supports but that pandemic make them weak for sometimes to perform well for the entrepreneurs. The activities of those institutions include various training programs, workshops, introducing schemes etc for established and new entrepreneurs. These development institutions include Indian institute of entrepreneurship, national institute of entrepreneurship and small business development, small industrial development organizations, entrepreneurship development institute of India, small industries service institutes, national small industries corporation, institute of rural management and administration etc and these are established by both central and state governments. There is a need to explore the impact of entrepreneurship-specific courses/education on entrepreneurship engagement and not just the role of formal education and previous experience (Dvouletý & Orel, 2020) The main theme of this study is the focus on Indian institute of entrepreneurship among others and their initiatives for development of entrepreneurs. The various initiatives by these authorities after the horrible pandemic is assessed through this study and some important theoretical conclusion is drawn.

Research Objectives

The broad purpose of this study is to throw light towards entrepreneurship environment with the help of authorities and observe the sustainable development. The entrepreneurship scenario is highly related with the terms livelihood, economic development, holistic development, nation growth, community development etc and all of these must gain sustainability for the future purposes.

Objective 1: To explore the recent initiatives regarding entrepreneurship development by appropriate authority for having an idea after horrible pandemic.

Objective 2: To made interpretation on initiatives related to entrepreneurship development.

Methodology

Research is also a reporting procedure and by this an idea of the phenomena can be understandable easily. To conduct this theoretical exploration data are collected only from secondary sources. Specially, the annual report which is the most latest of IIE is considered for the reporting of whole scenario. This theoretical study is in the form of exploration of the phenomena and present the detail information regarding initiatives/programmes of the institute and an interpretation of those and for this purpose easily understanding.

Findings & Discussion

Major activities of IIE are entrepreneurship development programmes/skill development programmes, entrepreneurship education programmes, area approach programmes, research and consultancy, incubation centers, csr programmes, other project schemes, innovative initiative.

Table 1: Details of state wise number of programmes and its participants

States	Total Participants	Total Programmes
Assam	966	26764
Oddisa	27	722
Manipur	23	606
Bihar	17	502
Nagaland	14	307
Karnataka	10	462
Tripura	9	218
Meghalaya	8	248
Arunachal Pradesh	5	115
Mizoram	2	48
Sikkim	1	30

Source: Compiled from IIE annual report 2022-2023

Assam is the highest number of participants and in the state highest number of programmes have been conducted. Further it is followed by Oddisa, Manipur, Bihar, Nagaland, Karnataka etc. Bihar and Karnataka also showing acceptable number of programmes despite from outside of North-East, but the number of participants is not proportionate as compare to training programmes.

Table 2: The details of programmes/training organized for the year 2022-23

Programmes	Achievement	Number of persons trained	Schedule Cast	Schedule Tribe	Other Backward Class	Women	Minority	Others
EDPs	46	1710	193	142	1036	841	71	1710
SDP/ESDP	981	26466	657	23602	1543	25410	119	26466
MDP	16	399	134	119	59	233	0	399
Others	40	1473	139	593	476	1100	59	1473
Total	1083	30048	1123	24456	3114	27584	249	30048

Source:- Compiled from IIE annual report 2022-23

Above table explaining various training programmes achieved and its recipient details, among all programmes SDP (Skill development programmes) having highest number of persons attained this and out of these schedule tribe got more focused. Women got priority in that programme. EDP (Entrepreneurship development programmes) attained by 1710 persons and among these OBC category trainees are maximum and it also focused on women individuals. Further, in MDP (Management development programmes) it undertake with 233 participants which are also women, though this programmes didn't able to get

so much attention but despite having this still some participants contributed.

Table 3: Details of sponsors regarding various programmes 2022-23

Sponsors	Participants	Programmes
Tribal Co-Operative Marketing Development Federation of India Limited (TRIFED) Through APTDC Ltd	23927	872
Ministry of Skill Development and Entrepreneurship	2292	67
North Eastern Council (NEC)	354	14
Ministry of Rural Development	32	1
TEA BOARD	14	1
Directorate of Employment, Skill Development and Entrepreneurship (DESDE), Government of Nagaland, Kohima	30	2
Ministry of Small and Medium Enterprises (MSME)	143	5
Director of Agriculture, BTC	67	3
Schoolnet India Limited	21	1
DC-Ministry of Small and Medium Enterprises (MSME)	1548	62
NBCFDC	615	20
NSFDC	120	4
NSKFDC	60	2
Commissioner of Industries and Commerce, Government of Assam	352	11
Digital India Corporation under Textile Sector Skill Council (Digi-Bunai)	180	6
Directorate of Employment and Craftsmen Training (DECT)	101	3
ONGC	23	1
Total	29879	1075

Source:- Compiled from IIE annual report 2022-23

Above table reveals the various sponsors who are found to be associated with programmes of IIE. The maximum number of programmes are conducted by "Tribal Co-Operative Marketing Development Federation of India Limited (TRIFED) Through APTDC Ltd" with highest participants, under these initiatives participants were given training of marketing of indigenous tribal products, and how to create its legacy before artificial products by others. Above are just an overview of what development institute is use to execute and like IIE all other institutes are trying to do their best specially after the horrible pandemic. The main aspect of any programme is to provide maximum benefits to the stakeholders and help them for uplifting their existing working phenomena. Specially, in India with having huge population and infinity demands from the end consumers leads to creation of more and more entrepreneurial environment and for this individuals also getting tremendous opportunity for self employment. This helps from both the sides like consumers as well as sellers. The institutions offer education, training and various kinds of supports initiatives to the entrepreneurs for enhancing skills. It also connects various entrepreneurs to those who can help them by showing the right way and issue the finance in required standards directly or indirectly, in nutshell institutions for the entrepreneurial development play an significant role for uplifting entrepreneurial ventures. Economy of India has benefit of demographic dividend for the large number of population and it also suffering from high rate of unemployment. In this case, entrepreneurship is the only available solution as it also provides the solutions to cater unemployment and problems of society. The present theoretical exploration is only an attempt to identify the activities of the Indian Institute of Entrepreneurship after covid-19 pandemic, on the basis of last annual report of the institute after horrible pandemic the details of various initiatives/programmes carried out by the institute. From the report it can be seen that skill development programmes able to attract high number of participants and women are the most benefited, tribal groups and the marketing of their ethnic products programmes also are higher in side. There is the need to provide attention to other initiatives in upcoming days for an holistic development and need to be taken for increasing the number of participants in other programmes and help them to move forward towards their entrepreneurial desire.

Conclusion

Entrepreneurs are the change agent of the society and they are responsible for the shaping of surroundings. The several contribution of entrepreneurs are really not measureable and its still continuing from prior times. But it is basically very much interesting to know about the role of appropriate authorities regarding the entrepreneurship uplift and take it towards the peak. And after the horrible pandemic situation in the world the whole business scenario has been changed, some countries are still suffering its consequences and it almost destroyed the business environment. The whole global scenario applied in a local context to see the status of appropriate authority's role towards the entrepreneurship. In India several schemes are available but all got some distraction for that horrible pandemic and now it is moving towards the stable stage gradually. This theoretical exploration of entrepreneurship and its sustainability is just throw light towards the scenario after the pandemic and it only give an idea about the execution on the basis of one authority. The aim of this exploration is to encourage more deep analysis through analytical tools which can conclude on the basis of some quantitative information in future.

References

- Ambos, T. C., & Tatarinov, K. (2022). Building Responsible Innovation in International Organizations through Intrapreneurship. *Journal of Management Studies*, 59(1), 92–125. <https://doi.org/10.1111/joms.12738>
- Cechvala, S., & Ganson, B. (2024). Systems Perspectives on Business and Peace: The Contingent Nature of Business-Related Action with Respect to Peace Positive Impacts. *Journal of Business Ethics*, 194(3), 523–544. <https://doi.org/10.1007/s10551-023-05593-9>
- Dahle, Y., Reuther, K., Steinert, M., & Supphellen, M. (2023). Towards a systemic entrepreneurship activity model. *International Entrepreneurship and Management Journal*, 19(4), 1583–1610. <https://doi.org/10.1007/s11365-023-00874-1>
- Dolmans, S. A. M., Van Galen, W. P. L., Walrave, B., Den Ouden, E., Valkenburg, R., & Romme, A. G. L. (2023). A Dynamic Perspective on Collaborative Innovation for Smart City Development: The role of uncertainty, governance, and institutional logics. *Organization Studies*, 44(10), 1577–1601. <https://doi.org/10.1177/01708406231169422>

- Esteves, A. M., Genus, A., Henfrey, T., Penha-Lopes, G., & East, M. (2021). Sustainable entrepreneurship and the Sustainable Development Goals: Community-led initiatives, the social solidarity economy and commons ecologies. *Business Strategy and the Environment*, 30(3), 1423–1435. <https://doi.org/10.1002/bse.2706>
- Geradts, T., Jansen, J., & Cornelissen, J. (2022). Let's Profitably Fight Poverty, Shall We? How Managers Use Emotional Framing to Develop Base of the Pyramid Ventures Inside a Large Fast-moving Consumer Goods Company. *Organization & Environment*, 35(4), 579–606. <https://doi.org/10.1177/10860266221095253>
- Gregori, P., Holzmann, P., & Audretsch, D. B. (2024). Sustainable entrepreneurship on digital platforms and the enactment of digital connectivity through business models. *Business Strategy and the Environment*, 33(2), 1173–1190. <https://doi.org/10.1002/bse.3551>
- Hasche, N., & Linton, G. (2021). University–industry collaboration: Constructing a business model lab for student venture creation. *International Journal of Entrepreneurial Behavior & Research*, 27(5), 1241–1263. <https://doi.org/10.1108/IJEBR-09-2020-0660>
- Ibáñez, M. J., Guerrero, M., Yáñez-Valdés, C., & Barros-Celume, S. (2022). Digital social entrepreneurship: The N-Helix response to stakeholders' COVID-19 needs. *The Journal of Technology Transfer*, 47(2), 556–579. <https://doi.org/10.1007/s10961-021-09855-4>
- Linde, L., Sjödin, D., Parida, V., & Wincet, J. (2021). Dynamic capabilities for ecosystem orchestration A capability-based framework for smart city innovation initiatives. *Technological Forecasting and Social Change*, 166, 120614. <https://doi.org/10.1016/j.techfore.2021.120614>
- Mitchell, R. K., & Dino, R. N. (2011). In *Search of Research Excellence: Exemplars in Entrepreneurship*. Edward Elgar Publishing. <https://doi.org/10.4337/9781849807630>
- Morris, S., Carlos, C., Kistruck, G. M., Lount, R. B., & Thomas, T. E. (2023). The impact of growth mindset training on entrepreneurial action among necessity entrepreneurs: Evidence from a randomized control trial. *Strategic Entrepreneurship Journal*, 17(3), 671–692. <https://doi.org/10.1002/sej.1472>
- Norbäck, P.-J., & Persson, L. (2024). Why generative AI can make creative destruction more creative but less destructive. *Small Business Economics*, 63(1), 349–377. <https://doi.org/10.1007/s11187-023-00829-4>
- Ogundana, O. M., Simba, A., Dana, L.-P., & Liguori, E. (2021). Women entrepreneurship in developing economies: A gender-based growth model. *Journal of Small Business Management*, 59(sup1), S42–S72. <https://doi.org/10.1080/00472778.2021.1938098>
- Pacheco, A., Ferreira, J. J. M., Simões, J., Veiga, P., & Caputo, A. (2024). University entrepreneurship: Entrepreneurial orientation, networks,

- market orientation, and sustainable development. *Management Decision*, 62(13), 456–481. <https://doi.org/10.1108/MD-09-2023-1611>
- Raalskov, J., Schlichter, J., Haug, A., & Klyver, K. (2024). Organizational ambidexterity in young SMEs? The incompatibility of entrepreneurial orientation and process improvement. *Entrepreneurship & Regional Development*, 36(7–8), 1096–1117. <https://doi.org/10.1080/08985626.2024.2310112>
- Rivo-López, E., Lampón, J. F., Villanueva-Villar, M., & Míguez-Álvarez, C. (2022). The impact of visual narrative formats on women's entrepreneurship training. *The International Journal of Management Education*, 20(2), 100636. <https://doi.org/10.1016/j.ijme.2022.100636>
- Rosado-Cubero, A., Hernández, A., Blanco-Jiménez, F. J., & Freire-Rubio, T. (2024). Seeding young entrepreneurs: The role of business incubators. *Journal of Innovation & Knowledge*, 9(4), 100579. <https://doi.org/10.1016/j.jik.2024.100579>
- Ruiz, L. E., Amorós, J. E., & Guerrero, M. (2023). Does gender matter for corporate entrepreneurship? A cross-countries study. *Small Business Economics*, 60(3), 929–946. <https://doi.org/10.1007/s11187-022-00617-6>
- Saka-Helmhout, A., Álamos-Concha, P., Polo-Barceló, C., Edwards, T., & Murray, G. (2024). Corporate social innovation by multinationals: A framework for future research. *International Business Review*, 33(5), 102273. <https://doi.org/10.1016/j.ibusrev.2024.102273>
- Schin, G. C., Cristache, N., & Matis, C. (2023). Fostering social entrepreneurship through public administration support. *International Entrepreneurship and Management Journal*, 19(2), 481–500. <https://doi.org/10.1007/s11365-023-00831-y>
- Somià, T., Lechner, C., & Pittaway, L. (2024). Assessment and development of coachability in entrepreneurship education. *The International Journal of Management Education*, 22(1), 100921. <https://doi.org/10.1016/j.ijme.2023.100921>
- Van Lunenburg, M. (2024). Accelerating social initiatives: An exploratory study on scaling in the social sector. *Public Management Review*, 1–20. <https://doi.org/10.1080/14719037.2024.2395497>
- Vu, M. C., Discua Cruz, A., & Burton, N. (2024). Contributing to the sustainable development goals as normative and instrumental acts: The role of Buddhist religious logics in family SMEs. *International Small Business Journal: Researching Entrepreneurship*, 42(2), 246–275. <https://doi.org/10.1177/02662426231182425>
- Zalkat, G., Barth, H., & Rashid, L. (2024). Refugee entrepreneurship motivations in Sweden and Germany: A comparative case study. *Small Business Economics*, 63(1), 477–499. <https://doi.org/10.1007/s11187-023-00830-x>