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Role of Entrepreneurs Towards Viksit Bharat 2047: A Study with Special Reference to Entrepreneurs of Diphu, Karbi Anglong

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Abstract

This study aims to comprehend the role of entrepreneurs from Northeast India to the "Viksit Bharat 2047" initiative. The study utilized a descriptive research design that incorporated both primary and secondary data sources. The collection of primary data was conducted using a structured questionnaire, while secondary data was gathered from various sources such as websites, journals, books, and government papers. The survey emphasized economic variables and entrepreneurial activities. Data collection was undertaken in July 2024 and included all 53 entrepreneurs from Diphu Town, Karbi Anglong. The process of data analysis entailed the organization of data into tables and the calculation of descriptive statistics such as the mean and percentage. The study illustrates the main features of the entrepreneurial environment, characterized by young, well-educated persons who are primarily involved in manufacturing and operate as sole owners.

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The dependence on personal funds and restricted availability of external financial assistance indicate that self-reliance is a crucial determinant in the initial phases of business growth. Although many firms operate on a small scale and have a limited number of employees, they play a crucial role in supporting local economies and creating jobs. With continued support and resources, these ventures have the potential for significant growth, highlighting the need for policies that foster access to financial and institutional support for small businesses.

Keywords: *Entrepreneurs, Viksit Bharat 2047, Makein India, Economy, Small Business.*

1. Introduction

The vision of Viksit Bharat 2047 envisions India as a fully developed and self-reliant nation by its centennial year of independence. In achieving this ambitious goal, entrepreneurship is expected to be pivotal in driving economic growth, fostering innovation, and addressing key societal challenges. By 2047, entrepreneurship in India is projected to evolve into a cornerstone of the nation's development strategy, transforming sectors such as agriculture, manufacturing, technology, and services.

Entrepreneurs are seen as critical agents of change in Viksit Bharat 2047, as they can create jobs, promote technological advancements, and address pressing social and environmental issues. The government's focus on initiatives like Make in India, Startup India, and Digital India reflects the commitment to nurture a vibrant entrepreneurial ecosystem. By providing better access to finance, infrastructure, and training, these programs aim to empower a new generation of entrepreneurs who can propel India towards becoming a global innovation hub.

Furthermore, entrepreneurship will be essential in bridging regional disparities and ensuring inclusive growth. By supporting startups and small enterprises in rural areas, including the underdeveloped regions like Northeast India, entrepreneurship can contribute to reducing poverty, improving living standards, and promoting sustainable development. The emergence of sector slike agritech,edutech, healthtech, andfintechwillenableentrepreneurstoleverage technology to solve local challenges, helping India reach its full potential by 2047.

Thus, entrepreneurship is not only seen as a driver of economic development but also a way to achieve the broader goals ofe quity, sustainability,and social transformation that are central to the vision of Viksit Bharat 2047.

Entrepreneurs are the dynamic forces behind innovation and economic growth, acting as catalysts for change in both local and global economies. They are individuals who not only identify gaps in the market but also take on the risk of transforming these gaps into profitable ventures. With a vision for the future, entrepreneurs are often the first to introduce new products, services, or business models that challenge the status quo. Their ability to see opportunities where others see obstacles is what sets them apart. This visionary mindset, coupled with a willingness to embrace risk, drives them to invest their time, resources, and creativity into building businesses from the ground up. As these businesses grow, they create jobs,stimulateeconomicactivity, and contribute to the GDP, there by playing a crucial role in reducing poverty and improving living standards.

Moreover, entrepreneurs are often the pioneers of technological advancements and social innovation. By addressing unmet needs and solving pressing problems, they not only generate wealth but also bring about significant social and environmental benefits. For instance, many modern entrepreneurs are focusing on sustainable practices, creating businesses that are not only profitable but also environmentally friendly and socially responsible. The ripple effects of entrepreneurship extend beyond the economic sphere, influencing cultural and societal norms and driving globalization by connecting markets and people across the world. In developing regions, entrepreneurs are particularly vital, as they often spearhead efforts to bring new technologies and services to underserved areas, fostering inclusivity and bridging economic divides. In essence, entrepreneurs are the architects of progress, continuously pushing the boundaries of what is possible and shaping the future through their relentless pursuit of innovation and growth.

Entrepreneurs are individuals who identify opportunities, innovate, and take the initiative to bring new ideas to life. They play a crucial role in economic development by creating jobs, fostering innovation, and driving economic growth. Entrepreneurs are often risk-takers, willing to invest time, resources, and effort into ventures that may not have guaranteed success. Their contributions extend beyond mere profit generation; they also solve problems, meet needs, and improve the quality of life in society.

Current scenario of entrepreneurship in India

The entrepreneurial landscape in India is vibrant and rapidly evolving, making it one of the world's most dynamic startup ecosystems, characterized by a significant surge in entrepreneurship driven by widespread internet access, government support, and a growing middle class with increased disposable income. Initiatives such as Startup India, Make in India, and Digital India have provided robust frameworks for startups and small and medium enterprises (SMEs), facilitating easier access to funding, streamlined regulatory processes, and improved infrastructure. As a result, India has emerged as a global hub for unicorn startups valued over $1 billion, particularly in technology, agriculture, healthcare, education, and fintech sectors. Entrepreneurs today actively address critical national challenges, such as improving agricultural productivity through agritech, enhancing healthcare accessibility via healthtech, and bridging the digital divide with technological innovation. The government’s emphasis on Atmanirbhar Bharat (self-reliant India) aligns with the broader vision of Viksit Bharat 2047, promoting local manufacturing and reducing import dependency. Despite this promising scenario, challenges persist, including uneven access to capital, skill gaps, and regional disparities in entrepreneurial activities, necessitating targeted policies that support rural entrepreneurship, encourage women-led businesses, and foster innovation in underdeveloped regions to ensure inclusive and sustainable growth towards achieving the goals of Viksit Bharat 2047.

The Entrepreneurial landscape in north East India

Northeast India is rapidly emerging as a vibrant hub for innovative startups and socially conscious enterprises, leveraging its cultural diversity, abundant natural resources, and youthful population to drive dynamic entrepreneurial growth in sectors such as agriculture, tourism, handloom, and technology. Historically underrepresented in India's economic narrative, the region is now witnessing transformative entrepreneurial ventures like Zizira in Meghalaya, which promotes organic products with fair trade practices, and Assam's Arohan Foods, pioneering sustainable pork processing value chains. Initiatives such as the North East Rural Livelihood Project and state-specific startup policies have further strengthened the entrepreneurial ecosystem through financial assistance, mentorship, and infrastructure development. Improved digital and physical connectivity is facilitating access to broader markets, while innovative startups like AgSpert in Assam are enhancing agricultural productivity through technological solutions, and Salooni is reshaping the wellness sector by creating employment opportunities, especially for women. Despite persistent challenges, including limited access to venture capital and infrastructural constraints, the entrepreneurial spirit in Northeast India remains resilient, successfully blending local cultural heritage with modern innovation, thereby carving a distinctive identity within India's entrepreneurial landscape and contributing significantly to sustainable regional development.

The Entrepreneurial landscape in Karbi Anglong

The entrepreneurial landscape in Karbi Anglong, a picturesque district in Assam, is gradually emerging as a promising hub for innovation and sustainable development. This region, known for its lush landscapes and rich tribal culture, has traditionally relied on agriculture, handicrafts, and forest resources. However, recent years have seen a rise in local entrepreneurship, driven by a desire to preserve the region's unique heritage while creating new economic opportunities. One inspiring example is the initiative by *Karbi Anglong Agro Products*, a local enterprise that focuses on processing and marketing organic spices and indigenous agricultural products like turmeric and ginger. By adding value to these locally grownproducts and connecting wit hwidermarkets, this ventureis not only boosting the local economy but also providing farmers with better incomes and more sustainable farming practices.

Another noteworthy effort is the promotion of eco-tourism in Karbi Anglong. Local entrepreneurs are developing homestays and eco-friendly tourism ventures that offer visitors an immersive experience of the region's natural beauty and cultural richness. This not only attracts tourists but also generates income fo rlocal communities while promoting environmental conservation. The district administration, along with NGOs and state government initiatives, has been supporting these entrepreneurial activities through training programs, financial assistance, and infrastructure development. Despite challenges such as limited access to markets and financial resources, the entrepreneurial spirit in Karbi Anglong is gaining momentum, with local businesses playing a crucial role in driving socio-economic progress while preserving the region's unique cultural and natural heritage.

II Problem Statement

In Northeast India, despite rich cultural diversity, abundant natural resources, and strategic geographic positioning, traditional economic activities like agriculture, handicrafts, andsmall-scale industries have historically struggled to generate sufficient income and employment, limiting substantial socio-economic growth. Recently, entrepreneurship has emerged as a promising catalyst for economic transformation, with entrepreneurs uniquely positioned to leverage local resources and cultural heritage for innovation and sustainable development. Given this context, this study examines how entrepreneurship contributes to achieving the goal of "Viksit Bharat 2047" by influencing key socio-economic indicatorssuch as income levels, employment rates, and social inclusion, while simultaneously preserving the region's distinct cultural identity. Insights from this research can guide targeted policies and interventions to enhance entrepreneurial activities, promoting inclusive and sustainable regional development aligned with India's broader developmental vision.

III Objective of the Study

1. To understand the role of entrepreneurs of Karbi Anglong District in Assam towards “Viksit Bharat 2047”

IV Data and Methods

With regard to the fulfilment of the objective of the study, a descriptive research approach was carried out which is narrated sequentially below

Research Design: This study is descriptive and employs both primary and secondary data. Primary data was collected using a structured questionnaire and secondary data were collected from various websites, journals, books, govt reports, etc.

Research Instrument: Since the study wasbased on th eacquisition of primary data, a structured questionnaire (refer to Appendix 1) was adopted to gather entrepreneurs' opinions on the subject matter. The questionnaire was partitioned into two sections: section 1 comprised of questions enquiring about respondents' select socio-economic variables, and Section 2 questions related to their entrepreneurial activity.

Population & Sample: The population considered for this research comprised all the entrepreneurs of Diphu Town. According to the data gathered from the field survey, there were 53 entrepreneurs in the Diphu town of Karbi Anglong. All 53 numbers of entrepreneurs were taken into account for the study.

Data Analysis: The period of collecting data was July 2024. Afterthecollectionofdata, data tabulation, and filtration was done using Microsoft Excel version 2023. For analysis purposes, descriptive statistics such as mean, and percentage were used.

V Discussions and Findings:

Table No.1 Demographic Characteristics of the Respondents

Gender	n	%	Marital Status	n	%	Age	n	%
Male	36	68	**Married**	29	55	**35 years and under**	37	70
Female	17	32	**Single**	24	45	**36 years and above**	16	30
Total	53	100		53	100		53	100

Source: Field Survey

The above data provides an overview of the demographic characteristics of a group of 53 entrepreneurs, focusing on their gender, marital status, and age distribution.

In terms of gender, the majority of the entrepreneurs are male, accounting for 68% i.e. 36 out of 53, while 32% i.e. 17 out of 53 are female. This indicates a male-dominated group of entrepreneurs, though a significant number of women are also represented. Looking at marital status, 55%of the participants were married, while 45%, 24 out of 53 are single. This balance shows that entrepreneurship attracts individuals from both married and single demographics, though slightly more are married.

Interms of age, 70% (37 out of 53) of the entrepreneurs are aged 35 years and under, with the remaining 30% (16 out of 53) aged 36 years and above. This suggests that younger individuals are more actively involved in entrepreneurship, making up the majority, while older entrepreneurs represent a smaller, but notable, portion of the total.

Overall, the sample respondents' entrepreneurs in this study were characterized by a predominantly male and relatively young demographic, with a balance between married and single participants.

Table No.2 Level of Education and Type of Enterprise Owned by the Respondents

Education	n	%	Type of Enterprise	n	%
Primary Education	6	11	Sole proprietorship	37	70
Secondary Education	14	26	Partnership	14	26
Bachelor’s Degree	29	55	Any others	2	4
Post-graduation and above	4	8			
Total	53	100		53	100

Source: Field Survey

The above data reveals that most entrepreneurs (55%) hold a bachelor’s degree, indicating higher education's significant role in entrepreneurship. Smaller groups have completed Secondary Education (26%), Primary Education (11%), or post-graduation (8%).

In terms of business type, 70% operate sole proprietorships, showing a preference for independent ownership. Partnerships make up 26%, while only 4% fall under other types of enterprises. This highlights a strong association between education and entrepreneurship,with sole proprietorship being the dominant business model.

Table3 Type and Age of Enterprise Owned by the Respondents

Nature of Enterprise	**n**	**%**	**Age of your Enterprise**	**n**	**%**
Manufacturing	41	77	0-5 years	28	53
Trading	12	23	6-10Years	21	39
Service	0	0	11-15Years	3	6
			16 years and above	1	2
Total	53	100		53	100

Source: Field Survey

The above table data highlights that the majority of entrepreneurs, 77% (41 out of 53), are engaged in manufacturing enterprises, while 23% (12 out of 53) operate in tradingbusinesses. Notably, no respondents are involved in service-based enterprises, suggesting a strong focus on production and trade within this group.

Regarding the age of these enterprises, most (53%, or 28 out of 53) are relatively new, having been established within the last 0-5 years. Another 39% (21 out of 53) have been operating for 6-10 years, while a smaller number, 6% (3 out of 53), have been in business for 11-15 years. Only 2% (1 out of 53) have enterprises that are 16 years or older.

This data indicates that manufacturing dominates the entrepreneurial landscape, and most businesses are relatively young, reflecting a dynamic and growing sector.

Table 3 Source of finance for Establishing enterprises by the Respondents

Source off in an ceat the time of establishing your enterprises	**n**	**%**
Own Funds	31	58
Promoting agencies	4	7
Own and Loan from relatives & Friends	17	32
Own and Loan from Financial Institutions	2	3
	53	100
Source: Field Survey		

The table data on the sources of finance usedby entrepreneurs when establishing their enterprises reveals that the majority, 58% (31 out of 53), relied on their own funds. This suggests a strong preference for self-financing among entrepreneurs. Additionally, 32% (17 out of 53) used a combination of their own funds and loans from relatives and friends, highlighting the importance of personal networks in securing financial support.

A smaller portion, 7% (4 out of 53), received assistance from promoting agencies, indicating limited reliance on external support programs. Only 3% (2 out of 53) utilized a mix of their own funds and loans from financial institutions, reflecting a minimal dependence on formal lending institutions.

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Overall, the data suggests that most entrepreneurs prefer to use their own savings, with personal networks playing a secondary role, while external financial institutions and promoting agencies are less frequently relied upon.

Table 4 Average Net Revenue during the last five years from Entrepreneurial Activity

Average Net Revenue during the last five years from Entrepreneurial Activity	**n**	**%**
0- 5 Lakhs	7	13
5-10 Lakhs	13	24
10 - 15 Lakhs	22	41
15 - 20 Lakhs	8	15
20 Lakhs andAbove	3	7
Total	**53**	**100**
Source: Field Survey		

The data on the average net revenue from entrepreneurial activity over the last five years shows that the majority of entrepreneurs, 41% i.e. 22 out of 53 respondents, earned between 10-15 lakhs annually. This indicates that a significant portion of businesses have achieved moderate revenue levels.

Following this, 24% i.e. 13 out of 53 of entrepreneurs reported revenues in the ₹5-10 lakh range, and 15% i.e. 8 out of 53 earned between ₹15-20 lakhs. Only a small percentage, 7%

i.e. 3 out of 53 entrepreneurs generated revenues exceeding ₹20 lakhs, reflecting a minority of high-performing businesses. On the lower end, 13% i.e. 7 out of 53 had earnings below ₹5 lakhs.

Overall, the data suggests that while most entrepreneurs fall within the ₹5-15 lakh revenue range, only a small group has achieved high revenue, and some businesses still generate lower income levels.

Table 5 Employment Provided by the Sample Respondents

Employment Created	**n**	**%**
1-3 persons	20	38
4-7 persons	14	26
8-11persons	9	17
12-15 persons	7	13

15 and above persons	3	6
Total	**53**	**100**

Source: Field Survey

The data on employment creation shows that a significant portion of enterprises are small- scale employers. The majority, 38% (20 out of 53), have created jobs for 1-3 people, indicating that many businesses are run on a modest scale. Following this, 26% (14 out of 53) employ 4-7 persons, showing a moderate level of job creation.

Additionally, 17% (9 out of 53) of the enterprises provide employment for 8-11 individuals, while 13% (7 out of 53) support 12-15 employees. Only 6% (3 out of 53) of businesses employ more than 15 people, reflecting a small number of larger enterprises with significant employment capacity.

Overall, the data suggests that most enterprises are small, with a majority employing fewer than 7 people, while only a few have grown large enough to create substantial employment opportunities.

5. Conclusion

The study reveals key insights into the entrepreneurial landscape of 53 respondents. A majority of entrepreneurs are male (68%), relatively young (70% under 35 years), and hold a bachelor's degree (55%), demonstrating the important role of education in entrepreneurial ventures. The dominant business model is sole proprietorship (70%), with most entrepreneurs involved in manufacturing (77%), and a notable portion of these businesses are relatively new, having been established within the last five years (53%).

In terms of finance, most entrepreneurs rely on their own funds (58%), with some support from personal networks (32%), and limited engagement with promoting agencies or financial institutions. Revenue generation varies, with a majority earning between ₹5-15 lakhs annually (65%), while a smaller group reports higher earnings. Employment creation is modest, with most businesses employing fewer than seven individuals, indicating that entrepreneurship in this group tends to operate on a small scale, with limited but vital contributions to local job creation and economic development.

Overall, the findings highlight the importance of education, self-financing, and the dominance of manufacturing within the entrepreneurial sector, while showcasing a trend toward modest-scale operations with potential for growth.

Policy Implications: The data presents several policy implications for supporting entrepreneurship in Karbi Anglong, a region where small-scale manufacturing dominates, and entrepreneurs rely heavily on self-financing. To foster sustainable economic growth and rural development, policymakers can focus on the following recommendations:

1. **Enhancing Financial Access:** Since the majority of entrepreneurs (58%) rely on their own funds and few access loans from financial institutions (3%), improving access to affordable credit is crucial. Policymakers should promote the expansion of microfinance programs, offer low-interest loans, and encourage partnerships with financial institutions to provide more accessible funding for small businesses.
2. **Strengthening Education and Skill Development:** With 55% of entrepreneurs holding a bachelor's degree, it is evident that education plays a significant role in entrepreneurship. Policymakers should invest in vocational training, entrepreneurship development programs, and technical education, focusing on skill-building in manufacturing, trading, and service sectors to encourage more participation from individuals with varying educational backgrounds.
3. **Encouraging Business Diversification:** Manufacturing is the dominant sector (77%), while no entrepreneurs are involved in service enterprises. Policies should encourage diversification into other sectors, such as services and technology-driven businesses, by providing incentives, grants, and support services to help entrepreneurs explore and succeed in new areas.
4. **Providing Infrastructure and Market Access:** The region's enterprises, particularly in manufacturing, would benefit from improved infrastructure, including roads, electricity, and internet access. This would facilitate smoother operations

and access to larger markets. Policymakers should prioritize infrastructure development and establish business incubators or industrial clusters to support small and medium-sized enterprises (SMEs).

5. **Promoting Women's Entrepreneurship:** Although 32% of the entrepreneurs are women, more targeted policies can be introduced to further support female entrepreneurship. This can include gender-focused financing programs, mentorship, and networking opportunities specifically designed for women entrepreneurs to increase their participation and success rates.

Future Research Directions

To gain a comprehensive understanding of entrepreneurship's impact and the factors influencing it, several future research directions should be considered. Comparative regional studies could offer valuable insights by contrasting Karbi Anglong with other regions of similar socio-economic profiles, highlighting unique challenges and best practices from areas with more developed entrepreneurial ecosystems. Longitudinal studies are crucial for tracking the progress of entrepreneurs over time, observing how businesses evolve, and evaluating the effectiveness of various support programs and policies. Research on the impact of government policies can shed light on the effectiveness of financial schemes, infrastructure projects, and educational initiatives in promoting entrepreneurial growth. Additionally, a sectoral analysis could delve into the specific challenges and opportunities within sectors such as manufacturing, trading, and services, providing tailored recommendations. Exploring gender-specific challenges and opportunities in entrepreneurship through comparative studies could reveal barriers faced by different genders and the success of gender-targeted support. Examining the impact of technology and innovation on rural entrepreneurship could highlight how digital tools and new technologies influence business performance. These research directions will enhance the understanding of the entrepreneurial landscape in Karbi Anglong and inform policies aimed at creating a vibrant and sustainable entrepreneurial ecosystem.

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