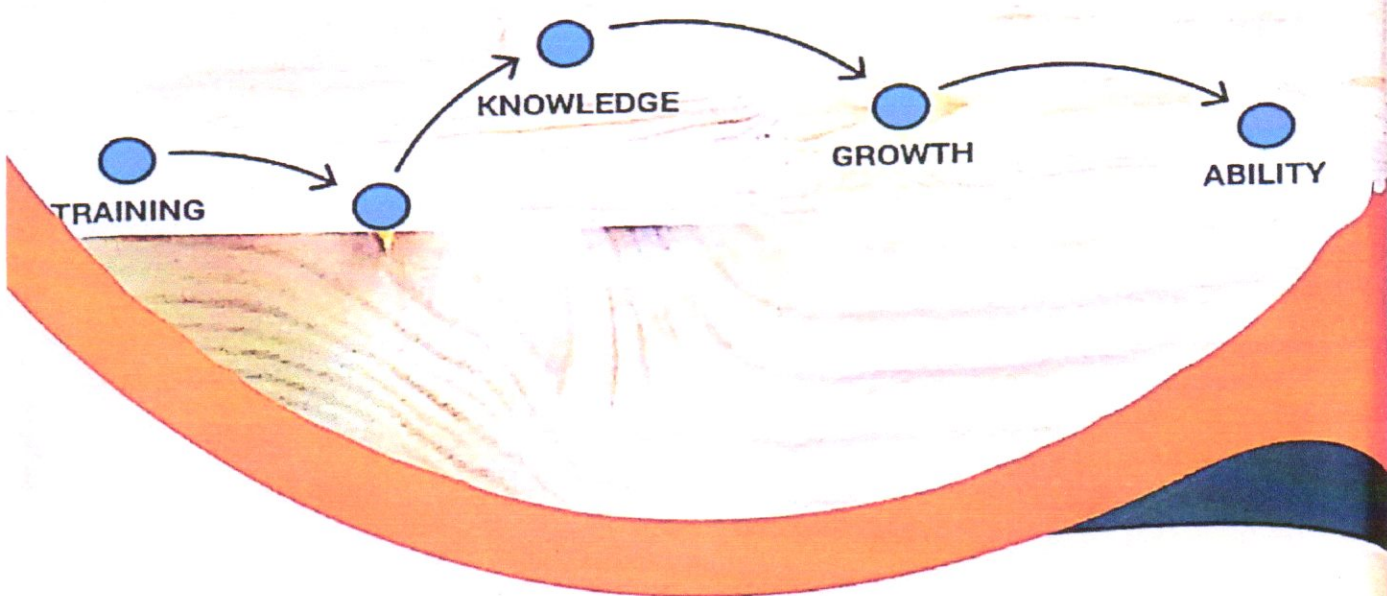


# SKILL



# Entrepreneurial Research & Skill Development in India

Dr. (Mrs.) Satinder Kaur Gujral

*Satinder Kaur Gujral*

I/C Principal  
Reena Mehta College of Arts, Science  
Commerce & Mgt. Studies  
Bhayandar (West), Dist. Thane 401 101



**B** | Bharti  
Publications

# Entrepreneurial Research and Skill Development in India

**Dr. (Mrs.) Satinder Kaur Gujral**  
*Principal*  
*Reena Mehta College of Arts*  
*Commerce Science and Management Studies*



**I/C Principal**  
Reena Mehta College of Arts, Science  
Commerce & Mgt. Studies  
Bhayandar (West), Dist. Thane 401 101



**Bharti Publications**  

---

**New Delhi-110002 (India)**



*Copyright © Editor*

**Title: Entrepreneurial Research and Skill Development in India**

**Editor: Dr. (Mrs.) Satinder Kaur Gujral**

All rights reserved. No part of this publication may be reproduced or transmitted, in any form or by any means, without permission. Any person who does any unauthorised act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

First Published, 2022

ISBN: 978-93-94779-24-2

*Published by:*

**Bharti Publications**

4819/24, 2nd Floor, Mathur Lane

Ansari Road, Darya Ganj, New Delhi-110002

Phone: 011-23247537, 011-46172797

Mobile: +91-989-989-7381

E-mail: [bhartipublications@gmail.com](mailto:bhartipublications@gmail.com)

[info@bharatipublications.com](mailto:info@bharatipublications.com)

Website: [www.bhartipublications.com](http://www.bhartipublications.com)

*Satinder Kaur Gujral*  
I/C Principal

Reena Mehta College of Arts, Science

Commerce & Mgt. Studies

Bhayandar (West), Dist. Thane 401 101

Printed in India, by Mona Enterprises, Delhi



**Disclaimer:** : The views expressed in the paper/chapter are those of the Author(s)/contributor(s) and not necessarily of the publisher and editor. Author(s)/contributor(s) are themselves responsible for the facts stated, opinions expressed, conclusions reached and plagiarism. The publisher and editors of the book bear no responsibility.



## Preface

Change in technologies, evolving customer demands, societal shifts, and the COVID-19 pandemic has changed the business landscape. With the popularity of online shopping, the prevalence of social media uses, the nearing implementation of 5G networks, and the increasingly sophisticated computers available on the market, it seems that having a commercial space is no longer a requirement for building a thriving company. There is rise in startups and Entrepreneurship and Skill development program that aims at motivating youths, women, Ex-servicemen to consider self-employment or entrepreneurship as one of the career options.

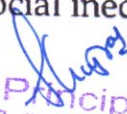
The chapters in this book focusses on the different aspects of entrepreneurial initiatives and the Government schemes to inculcate entrepreneurial culture in the country.

The authors Traers Abeda Shaikh and Shahid Khan in their paper titled, '*An Examination of the Significance of Lead Banks in the Socioeconomic Growth of Mumbai's Local*', investigated the numerous elements that lead bank in the socio economic growth of local traders. This study includes primary as well as secondary sources of data. This paper determined socio-economic growth of local trader's employees in Mumbai City.

*Jan Dhan Yojana* authored by Neha, Nikhil Toraskar demonstrated how the scheme benefited women, marginal farmers and small businessmen to a great extent.

Dr. Monika Mittal and Dr. Meenu in their paper titled, '*Development of Startup and Entrepreneurial Ecosystem: Government Initiatives*' suggested new innovative ideas which culminated into startups resulting in tremendous contribution to economy and how they became job seekers to job providers. It also highlighted schemes and initiatives of the Modi Government.

The next chapter authored by Genevieve Patel titled, '*Class Conflicts in India and Inequality faced by the Classes*' highlighted the key factor of social stability and effective management of social inequalities by political elites.

  
I/C Principal  
Reena Mehta College of Arts, Science  
Commerce & Mgt. Studies  
Bhayandar (west), Dist. Thane 401 101



*Comparative Study of Advantages and Disadvantages of Virtual Interview Sessions* authored by Sonam Dwivedi showcased the consequences and causes of digital divide due to COVID 19.

*An Exploratory Study on E-Banking and its Growth in India* authored by Jayashree Parmar and Supreet Kabo is a descriptive study and it encompasses survey and fact-finding enquiries. regarding impact of technology on Indian Banking System.

The next chapter on '*Study of Women Entrepreneurship in India*' by Sujata Mahajan highlights the scenario of women entrepreneurship. It demonstrates the reasons and challenges faced by women entrepreneurs and schemes introduced by Government of India to overcome their problems.

The chapter '*Women Entrepreneurship,*' by Minu Khan presents the specific problems faced by women entrepreneurs and the growth of women entrepreneurship in India.

Dr. Sunny Narendra Mehta in his chapter titled, '*Study to Identify Factors Affecting Consumers Intension to Shop Online*', has identified the factors affecting consumers' intension to shop online. The findings suggest that the factors like convenience, time saving, low prices, find discount, coupons codes, earn cash back, etc. influences consumers' intension to shop online.

*Cashless Economy Challenges and Opportunities* by Urmila Chauhan emphasized the impact and significance of cashless policy in India.

The last chapter '*Mobile Computing*' by Dr. Seema Bhalera has given an overview of the contextual virtual cloud storage in the public data distribution in terms of the database in the virtualized data Storage.

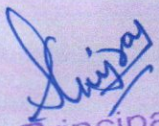


I/C Principal  
Reena Mehta College of Arts, Science  
Commerce & Mgt. Studies  
Bhayandar (West), Dist. Thane - 401 101

Editors

# CONTENTS

<i>Preface</i>	<i>iii-iv</i>
1. <b>An Examination of the Significance of Lead Banks in the Socioeconomic Growth of Mumbai's Local Traers</b> Abeda Shaikh and Shahid Khan	1-14
2. <b>Jan Dhan Yojana</b> Neha Nikhil Toraskar	15-23
3. <b>Development of Startup and Entrepreneurial Ecosystem: Government Initiatives</b> Dr. Monika Mittal and Dr. Meenu	24-32
4. <b>Class Conflicts In India and Inequality Faced by the Classes</b> Genevieve Patel	33-43
5. <b>Comparative Study of Advantages and Disadvantages of Virtual Interview Sessions</b> Sonam Dwivedi	44-59
6. <b>An Exploratory Study on E-Banking and its Growth in India</b> Jayashree Parmar and Supreet Kabo	60-67
7. <b>Study of Women Entrepreneurship in India</b> Sujata Mahajan	68-79
8. <b>Women Entrepreneurship</b> Minu Khan	80-86
9. <b>Study to Identify Factors Affecting Consumers Intension to Shop Online</b> Dr. Sunny Narendra Mehta	87-93
10. <b>Cashless Economy Challenges and Opportunities</b> Urmila Chauhan	94-104
11. <b>Mobile Computing</b> Dr. Seema Bhalerao	105-110

  
I/C Principal  
Reena Mehta College of Arts, Science  
Commerce & Mgt. Studies  
Bhayandar (West), Dist. Thane 401 101



# 1

## An Examination of the Significance of Lead Banks in the Socioeconomic Growth of Mumbai's Local Traders

**Abeda Shaikh**

*Assistant Professor, Reena Mehta College of Arts, Science, Commerce & Management Studies, Mumbai*

**Shahid Khan**

*Students, Reena Mehta College of Arts, Science, Commerce & Management Studies, Mumbai*

### ABSTRACT

*The purpose of this research is to investigate the numerous elements that lead bank socio economic growth of local traders. It is a primary paper, so numerous secondary sources are used, and core group discussions are held to some extent to validate the concept. The purpose of this paper is to investigate the effectiveness of lead bank to support local traders. Data was collected from 73 respondents using a quantitative approach.*

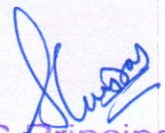
*The banking sector's performance is likely more directly related to the economy than any other sector. Simultaneously, the banking industry, like many other financial services, is confronted with a fast-changing market, new technology, economic anxieties, fierce rivalry, and, most importantly, increased client demands. The study's main goal is to analyze the function of Indian banks in capital formation and economic growth empirically.*

*The purpose of this study is to determine socio-economic growth of local trader's employees in Mumbai City.*

**Keywords:** *Lead Bank, Socio-Economic growth, Local Traders.*

### INTRODUCTION

The banking system plays a significant role in a country's economy. In today's society, banking institutions are essential. It is quite important. The money market is at the heart of a country's economic development. The Lead Bank Scheme (LBC) takes the lead in initiating, simplifying, and speeding



**VC Principal**  
Reena Mehta College of Arts, Science  
Commerce & Mgf. Studies  
Bhayandar (West), Dist. Thane 401 101



up the development of a district by enlisting the help of other banks and maintaining constant contact with government and quasi-government institutions. It establishes an appropriate organizational framework to facilitate enhanced credit flow to the rural economy's essential industries. The LBS has led in a greater understanding of mutual challenges at the grass roots level, both for banks and for various government departments.

The notion of "one among all" governs the lead bank. A single bank should serve as the group leader for all of the banks in the district. The concept is that commercial banks should be assigned to a specific district where they will act as a consortia leader and pacesetter in offering integrated banking and credit services. The fundamental goal of the lead bank plan is to give more credit to the designated priority sector and to cover the major development factors of infrastructure, extension, and credit. The lead bank is responsible for locating the growth center, determining credit shortfalls in the operation area, locating project areas, and formulating development-oriented bankable schemes. The main role of lead banks is to guide bank loans for labor-intensive schemes that generate employment and increase productivity of land and other allied sectors, thereby reducing underemployment and raising income levels, and to provide loans to the poorer sections of the population (marginal and small farmers, agricultural laborer's, rural artisans, and scheduled Castes and Scheduled Tribes) for productive purposes.

### REVIEW OF LITERATURE

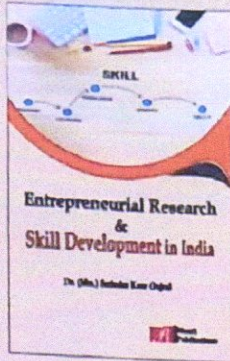
1. **Rai and Singh (1970-71)**, estimated that the per hectare demand of production expenses for modern inputs was Rs.422.24 (excluding pay for contracted agricultural labour, which accounted for Rs. 112.20). They also revealed that wealthy farmers sought Cr edit for agricultural machinery purchases, whereas small farmers demanded Cr edit for livestock purchases.
2. **According to Nandal (1972)**, the percentage of total revenue invested increased as farm size, mechanisation, and the head of the family's education increased. The marginal propensity to invest was calculated to be 45.72 percent, with an income elasticity of 1.17 for investment per holdings.



*[Signature]*  
I/C Principal  
Reena Mehta College of Arts, Science  
Commerce & Mgt. Studies  
Bhayandar (West), Dist. Thane 401 101



## About the Book



Change in technologies, evolving customer demands, societal shifts, and the COVID-19 pandemic has changed the business landscape. With the popularity of online shopping, the prevalence of social media uses, the nearing implementation of 5G networks, and the increasingly sophisticated computers available on the market, it seems that having a commercial space is no longer a requirement for building a thriving company. There is rise in startups and Entrepreneurship and Skill development program that aims at motivating youths, women, Ex-servicemen to consider self-employment or entrepreneurship as one of the career options. The chapters in this book focusses on the different aspects of entrepreneurial initiatives and the Government schemes to inculcate

## About the Editor



**Dr. Satinder Kaur Gujral** is the Principal of Reena Mehta College of Arts, Science, Commerce and Management Studies affiliated to University of Mumbai. She has 15 years of academic experience. She is Doctorate in Commerce (Management) and has been associated with teaching of Commerce and Management Subjects. She has been recognized as a postgraduate teacher by University of Mumbai. Her research work includes Minor research projects submitted to University of Mumbai. She has contributed number of papers in Conferences, Journals and PhD. She has published 40 Research papers in reputed National and International Journals. She is also a Paper Setter, External Examiner and Moderator for University of Mumbai. She has to her credits author & co-author to a number of books in the field of Commerce & Management. She has been appointed as an External Referee and Evaluated 8 Ph.D. Thesis. She is a Member of Indian Commerce Association, All India Principal Association and Editorial Board Member of International Journal in Management & Social Science. She has also been appointed as NAAC PEER Team Member.



**Bharti Publications, New Delhi**

E-mail: [info@bhartipublications.com](mailto:info@bhartipublications.com) • [bhartipublications@gmail.com](mailto:bhartipublications@gmail.com)

[www.bhartipublications.com](http://www.bhartipublications.com)

*Satinder Kaur Gujral*  
I/C Principal  
Reena Mehta College of Arts, Science  
Commerce & Mgt. Studies  
Bhayandar (West), Dist. Thane 401 101



ISBN 978-93-94779-24-2



Price- Rs. 480/-



Scanned with OKEN Scanner