

Overview of entrepreneurship development programmes in Madhya Pradesh

Rashmi Soni

Faculty (Dept of Management) Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidyalaya Bhopal, India.

Abstract

Madhya Pradesh as a favored industrial destination. Madhya Pradesh (MP) is amongst the leading states in India both in terms of area and population. The state has gained a significant position in the country based on investment and economic growth. Entrepreneurs must be given information that would facilitate to take best advantage of the schemes. This would give them encouragement, enhancement and handholding resulting in improving productivity of the enterprises. Development of enterprises in terms of establishment, expansion, modernization, acquisitions and mergers can take place. Organization structure in terms of proprietary, partnership, cooperatives, corporations, etc., can be planned. Issues like state development, infrastructure, fiscal issues, and export prospects, etc., paves way for economic prospects. Entrepreneurship Development Programm (EDP) initiated by MP government plays a significant role in entrepreneurship development. The objectives of the study is to overview various "Entrepreneurship Development Programmes in Madhya Pradesh" and to study the role of Madhya Pradesh Government in the growth and development of entrepreneurship. The secondary data is used for study and analyzed in general way.

Keywords: Entrepreneurship Development Programme, EDP, Training, Madhya Pradesh, Industry, Micro-enterprises, Micro and small enterprises, Entrepreneurship

Introduction

The concept of Entrepreneurship has assumed prime importance for accelerating economic growth both in developed and developing countries. It is a basis of free enterprise. It promotes capital formation and creates wealth in the country. It is the hope and dream of millions of individuals around the world. It has the thrill of risk, change, challenge and growth. It builds wealth. It is a pathway to prosper. It reduces unemployment and poverty. Entrepreneurship is the process of identifying opportunities in the market place, arranging resources required to exploit the opportunities for long term gains. It is creating wealth by bringing together resources in new ways to start and operate an enterprise. It is the process of planning, organizing, operating and assuming the risk of a business venture. It is the ability to take risk independently to make more earnings in the market oriented economy. It refers to a process of action an entrepreneurship undertakes to establish an enterprise. It is a creative and innovative skill and adapting response to environment.

Objectives of the study

The objectives of the study is to overview various "Entrepreneurship Development Programmes in Madhya Pradesh" and to study the role of Madhya Pradesh Government in the growth and development of entrepreneurship. The secondary data is used for study and analysed in general way. Entrepreneurs must be given information that would facilitate to take best advantage of the schemes. This would give them encouragement, enhancement and handholding resulting in improving productivity of the enterprises. Development of enterprises in terms of establishment, expansion, modernisation, acquisitions and mergers can take place. Organisation structure in terms of proprietary, partnership, cooperatives, corporations, etc., can be planned. Issues like state development, infrastructure, fiscal issues, export

prospects, etc., paves way for economic prospects. Madhya Pradesh as a favored industrial destination. Madhya Pradesh (MP) is amongst the leading states in India both in terms of area and population. The state has gained a significant position in the country based on investment and economic growth. Over the years, the state has developed a robust infrastructure, favorable policy environment & industrial growth centres, which has expedited the growth of industrialization. As a result, Madhya Pradesh state domestic product grew at a CAGR of 10.3% during 2007-08 to 2012-13 whereas India's GDP grew at a CAGR of 7.15% during the same period. The state has been at forefront in promoting industrial growth by offering gamut of incentives to promote rapid industrialization, and is able to harness its strengths to expand its economy with the support of conducive policies. State has identified thrust sectors including Auto and auto components, Textiles, Tourism, IT/ITEs, Healthcare, Skill development, Pharmaceutical, Renewable energy, Biotechnology and Logistics & warehousing which provide the required impetus to the economic growth. MP is centrally located and has excellent connectivity across major cities of the country. It has a total road network of 58,423 kms with 20 national highways passing through the state. The state is well connected with rail services to all major cities and also to international export markets via Jawaharlal Nehru Port in Mumbai and Mundra Port in Gujarat. The Delhi Mumbai Industrial Corridor (DMIC) passes through 10 districts of the state, which enhances high-speed access to ports and Northern & Western markets of India. MP provides a peaceful labour force and stable industrial environment. The state has large number of engineering colleges (224), polytechnics (114), ITIs (415), and other vocational training institutes to ensure availability of skilled manpower across various sectors in different regions of the state. The state has developed a strong pipeline of investments during the last five years and would continue to attract more

investors by developing an enabling industrial eco system which would lead to sustainable industrialization and ensure economic prosperity of the state

Calling upon the youths that nothing is impossible with firm determination, Madhya Pradesh chief minister Shivraj Singh Chouhan said humility and patience are the key to success. Addressing the young entrepreneur's convention Yuva Udyami Sammelan at his residence Chouhan said Refusal to accept defeat in any situation and continuous hard work are mantras of success. He exhorted them to keep updating techniques in their respective fields and not to consider success as destination, but a milestone. He said he is available every Monday if they have any difficulty. Chouhan said Madhya Pradesh Investment Promotion Scheme will be implemented for micro, small and medium industries in the state. Under Madhya Pradesh Land Management Rules, 90% concession will be given in prescribed rates for allotment of up to 5,000 square feet plots to MSMEs. A new Madhya Pradesh will be carved out by laying a network of small and cottage industries in the state. For developing clusters as MSMEs, 15 industrial areas costing Rs 10 crore are being developed. In all industrial areas in the state, 20% land has been reserved for micro and small industries and they are given 15% capital subsidy and 5% interest subsidy besides, electricity connections at reduced rates, he said. Commerce & Industries Minister Scindia said youths should become self-reliant and motivate others. The state government will extend every possible assistance to them in skill development. Citing examples of some young entrepreneurs, she said that if youths wish, they can provide jobs to others by becoming entrepreneurs. CEO of Snapdeal Bahal told young entrepreneurs that Madhya Pradesh has given opportunity to them through Yuva Udyami Yojana. Such a scheme exists in very few states of the country. They should avail its maximum benefit.

Centre for Entrepreneurship Development Madhya Pradesh

The Centre for Entrepreneurship Development Madhya Pradesh widely known as CEDMAP in a span of over 25 years has achieved enormous success in the field of entrepreneurship development activities for upliftment of society in the state of Madhya Pradesh (MP) and Chhattisgarh (CG). CEDMAP, promoted by the state government of Madhya Pradesh and Central Financial Institution as well as lead bank of the state, is an autonomous body and not-for-profit institution set up in the year 1988, registered under the Firms & Societies Act 1973. CEDMAP, being an ISO 9001:2008 certified institution, today enjoys the status of a premiere institution for undertaking various entrepreneurship, skill as well as livelihood development activities in MP & CG. The governing body of the institution consists of bureaucrats, heads of nationalized banks of the state, central and state financial institutions as well as entrepreneurs etc. and is headed by the Additional Chief Secretary, Commerce, Industry & Employment Department of MP as Chairman. It acts as the Nodal Agency for Commerce, Industry and Employment Department, Govt. of MP. The exemplary performance of CEDMAP has earned many prestigious awards of various state and national level agencies in recognition of umpteen success the institute has attained through various state and central govt. projects. The institute owns a sprawling campus spread over 52000 sq. ft. of land right

in the heart of capital city of Bhopal, besides owning regional offices at many places of MP and CG.

CEDMAP today stands amongst one of the fastest growing institutions in the country having collaborations and partnership tie-ups with many state, national and international level organizations of repute. Also as a part of its vision 2020, CEDMAP aims to enter into many other fields in collaboration with various prestigious and globally known corporate houses/institutions etc. to widen its activity in other countries. National body, Entrepreneurship Development Institute of India (EDII) has demanded entrepreneurship policy for states and has urged the governments to include entrepreneurship in the curriculum at elementary education level. Speaking to Business standard, newly-appointed secretary general of EDII, Jitendra Tiwari, who is also executive director of Centre for Entrepreneurship Development of Madhya Pradesh (CEDMAP) said, "We have discussed the issue at a national level conclave of entrepreneurship development bodies of India in Srinagar recently. It was observed that all states should have an entrepreneurship policy like industrial promotion policy. Also the entrepreneurship should be a part of curriculum in all educational institutes at elementary level." Indian states have entrepreneurship development bodies that functions under umbrella of various departments and financial institutions however, skill development is yet a key issue. "Few years back CEDMAP was limited to few government sponsored schemes like Prime Minister Self Employment scheme. In view of the growing demand of skilled entrepreneurs in various industries, primarily in IT industries, we needed to diversify our activities. Now we are going to become a Rs 30-crore organisation, yet we are a non-profit institute. There are constraints in absence of a policy, if state government floats a policy, skill development programmes will have an innovative approach and entrepreneurs will become employable," Tiwari added.

The CEDMAP, an autonomous body, has launched various programmes for entrepreneurship development in Madhya Pradesh for innovative practices and skill certification. The CEDMAP not only has diversified activities in entrepreneurship development and skill development programmes but it also has actively participated in nation-wide financial inclusion programmes.

The present Madhya Pradesh government had floated a plan to launch a skill development policy last year, no progress has been made so far. The educated youth from villages and suburban areas are dependent upon various industrial training institutes (ITIs) which are facing bleak future in absence of proper infrastructure. "How can we expect ITIs to produce skilled entrepreneurs when they teach on 1918 made trucks. Of the total 203 ITIs, Madhya Pradesh has 151 government owned ITIs and of them 58 have no building of their own, curriculum is age-old, machine and tools are primitive. State has already received a soft loan of Rs 2.5 crore from Central government to upgrade the ITIs on PPP model but the chairmen (picked up from various industries) could not utilize the fund as they do not have any idea what do with the fund," complains an industrialist who is also member of an ITI. Madhya Pradesh, the second largest Indian state, is endowed with rich natural resources, salubrious climate and fertile agro-climatic conditions. In the recent years, Indian economy has changed substantially. Market forces have begun to dictate investment flows across the industrial sectors. Accelerating investments in

industrial development for economic growth is one of the major focus areas for Madhya Pradesh. Today, Madhya Pradesh is one of the fastest growing states in India, backed by an impressive annual growth rate of 11.98% during 2011-12. Rapidly growing state offers immense business opportunities across sectors. In Madhya Pradesh, investors have better options in terms of project location, infrastructure, incentives and other facilities. At present the state has prospective investment proposals of more than US\$ 104 billion under various stages of consideration. Industry in Madhya Pradesh is largely natural resources driven. It has abundant natural wealth in the form of limestone, coal, oilseeds, pulses, bauxite, iron ore, diamond, copper ore, manganese ore, rock sulphate, silica, soya, cotton and so on. The state has a strong industrial base in sectors like Textile, cement, steel, food processing, automobile and auto components, pharma and optical fibre. Madhya Pradesh is rich in resources to attract investment in the state. The Government is constantly improving the business environment through progressive policies and proactive measures. The State Government is organising National & International Investors Meet to create awareness among the investors about resources of the Madhya Pradesh & opportunities of investment. With a sharp focus on judicious use of its resources and by creating a facilitative atmosphere for investors, Madhya Pradesh hopes to become one of the most favoured destination for the industrial community very soon.

Advantage Madhya Pradesh

The government of Madhya Pradesh recognizes the need for faster economic development in the state with a strategy for encouraging investment and achieving higher levels of economic development.

- **Strong economy** : One of the fastest growing states in India backed by an impressive CAGR of 9.5% during the period 2006-12
- **Robust industrial infrastructure**: 231 Notified industrial Areas, 19 growth centres, 4 notified Special Economic Zones (SEZs) and 12 product specific industrial parks to facilitate industrial investments.
- **Strategic location**: Located at the centre of India, within the close proximity of all major markets and tier- one cities across the country.
- **Stable government and peaceful work environment**: The government of Madhya Pradesh has introduced several investor-friendly policies and created single window secretariat, MPTRIFAC for smooth facilitation of investment process in the state.
- **Excellent connectivity**: A robust road network-99403 km, making it an ideal destination as centralized manufacturing and distribution hub.
- **Large land parcels for industrial use**: Over 16,000 hectares of land for industrial use at various strategic locations across the state.
- **Strong consumer base**: With population of over 70 million, the state has decadal urbanisation growth rate of 26% with bigger cities growing as high as 40%.

Rich Natural Resources

- Madhya Pradesh has 11 different agro-climatic zones.

- Rich mineral wealth of iron ore, diamonds, copper ore, manganese ore, bauxite, limestone, coal and marble, granite.
- 12% of India's forests are in Madhya Pradesh.
- Scarce fuel resources such as coal and coal-bed methane are available in plenty.
- 14% of India's coal reserves are in Madhya Pradesh.
- Asia's thickest coal seam is located in the district of Sidhi.
- Madhya Pradesh has operational diamond mines in India.
- 144 BCM of coal bed methane reserves have been identified.
- Prospecting for blocks available for captive mining for power, cement, iron and steel units.
- Large reserves of limestone, which is the basic construction raw material.
- Manganese and dolomite, key ingredients to iron and steel are found here.
- Exotic varieties of dimensional stones i.e., marble, granite and flagstone are available.

Agri Bounty

- Largest producer of oilseeds in, the country at 23.92% of the total output.
- The state is in first position by producing 25% of pulses and 40% of Grams of total Production of the country.
- Commercially favoured varieties of wheat and potato grown.
- Largest producer of garlic and coriander.
- Massive wastelands and government farms measuring from 50 to 3000 acres ready to be offered for investment.
- Government of Madhya Pradesh has prepared a policy for allotment of Non Forest Waste Land for the investors.
- Contract Farming is allowed.

Rich Biodiversity

- 30% of state under forest cover.
- 11 of 25 Global Agro-climatic Zones in the state.
- A largely unexploited species of rare, valuable medicinal-herbal plants.

Skilled Manpower & Education Centre

- About 90,390 technical graduates and an overall figure of 2, 70,000 graduates add to the workforce each year.
- IIIT at Gwalior and Jabalpur, National Law Institute University and National Judicial Academy, Indian Institute of Forest Management (IIFM) at Bhopal, Indian Institute of Management (IIM) and Indian Institute of Technology (IIT) at Indore and a large number of such national level and renowned state level educational centre are located in Madhya Pradesh.
- Cluster based development at 6 key places
 - Indore: Pharma, Textile, Food Processing, IT and Auto Components.
 - Bhopal: Engineering, Textile, Biotech, Herbal, IT and Food Processing.
 - Jabalpur: Garments, Mineral, Stone, Forest, Herbal and Food Processing.
 - Gwalior: Electronics, IT, FMCG, Engineering, Stone and Food Processing.
 - Rewa: Minerals, Cement, Agro and Forest Produces.
 - Sagar: Mineral Processing and Stone.

Industry Facilitation

Madhya Pradesh is fast emerging as new destination for industries with following facilitation:-

- Creation of Industry - friendly administration and an incisive industrial promotion policy.
- The state provides a facilitative environment for the development of small, medium and cottage enterprises.
- It has Special Economic Zones.
- Ensures reliable power to the industries.
- Air connectivity with major industrial towns available.
- Special package of incentives for Mega Investment Projects, with investment above Rs. 25 Crores.
- Assistance for setting up of Industrial Parks.
- Concessions for Tourism Projects.
- Single table clearance for mega projects through project clearance Implementation Board (PCIB). Projects worth approx. Rs. 2, 64,129 Crores facilitated.

Key incentives of Industrial Promotion Policy 2010 (amended in 2012)

- Value Added tax (VAT) refund for up to 10 years – limited to 100% of capital investment
- Entry Tax exemption up to 9 years
- Subsidy of 15% on fixed capital investment for micro and small scale industry
- Land Subsidy for mega projects – 75% (on premium)
- Interest subsidy of 5% for a period of 7 years with a limit of INR 2 million (USD 40,000) for micro and small scale industry.
- Financial Assistance of 15% on infrastructure development cost on establishment of industrial parks with a limit INR 50 million (USD 1 million).
- Special package of fiscal incentives for projects with an investment above or equal to INR 200,000 million (USD 4 billion).
- Provision of customised package of fiscal incentives for projects with an investment more than INR 250 million (USD 5 million).

Additional Fiscal Incentives for Textile Industry

- New textile units will be given an investment subsidy of 10% of eligible capital investment up to INR 10 million (USD 200,000)
- New units with fixed capital investment of more than INR1000 million (USD 20 million) will be given entry tax exemption for a period of 7 years.
- Interest subsidy of 2% for a period of 5 years will be provided up to INR 50 million (USD 1 million)
- 25% subsidy will be given for establishment of Apparel Training Institute up to INR 2.5 million (USD50,000)

Established Institutional Mechanism

- MPTRIFAC is the Single Window Secretariat for investment facilitation
- District Level Investment Promotion Empowered Committee- headed by District Collector
- State Level investment promotion Empowered Committee- headed by Industries Minister
- Apex Level Investment Promotion Empowered Committee- headed by Hon'ble Chief Minister.

Investment Promotion

Government took an initiative to project & promote Madhya Pradesh for its total economic development through investment in Agriculture, Industry, Infrastructure & services sector.

- Single Window Investment Facilitation through MP Trade & Investment Facilitation Corporation (TRIFAC).
- MP Investment Facilitation Act, 2008 enacted.
- Industrial Policy facilitates cluster based development through Madhya Pradesh Audyogik Kendra Vikas Nigam Ltd. (MPAKVNs).
- Combined Application form for entrepreneurs to get the necessary clearances in all concerned departments by applying to the Apex Level/State Level/District Level Committee.
- A comprehensive database of land available in the state (16000 hectares), which is suitable for setting up the industries, has been prepared to facilitate entrepreneurs.

Power Policy for Industries in Madhya Pradesh

- All possible steps will be taken to reduce the quantitative and qualitative shortfall in the supply of power, particularly for industries. The private sector will be encouraged to participate in efforts to increase the generation capacity.
- An entrepreneur wishing to set up a captive diesel generating set, or a captive thermal generation unit with a capacity of 25 M.W. (which can also utilise waste heat) shall be accorded permission within fifteen days upon his submitting an application along with complete information to the Madhya Pradesh Electricity Board (MPEB) and the Chief Engineer, Electrical Safety/Chief Electrical Inspector in accordance with the provisions of the Electricity (Supply) Act, 1948 and the Indian Electricity Rules, 1956 subject to the following conditions:-
 - a. An entrepreneur wanting to set up a captive generating set for catering to all his own requirements will be accorded permission upon his submitting such an application.
 - b. An entrepreneur wanting to set up a captive generating set for partially catering to his own requirements will be accorded permission, upon his submitting such an application, but in this case power from the MPEB will be made available to him on certain conditions.
- Establishing of a thermal generating set above 25 MW capacity requires permission of the Central Electricity Authority, Government of India. Applications and project reports in such cases will be forwarded by the Madhya Pradesh Electricity Board to the Central Electricity Authority within fifteen days of submission of these by entrepreneurs and efforts will be made to secure the permission of the authority, as early as possible.
- An entrepreneur desirous of setting up tiny or small hydro-power or non-conventional power generating units (such as wind energy, solar photo-voltaic, biogas etc.) for his own use be accorded permission within fifteen days of his application along with complete information to the MPEB and the Madhya Pradesh Urja Vikas Nigam.
- If an entrepreneur establishes diesel/thermal/small and tiny hydro-power generating sets or equipment to generate non- conventional energy and intends to supply surplus power to other entrepreneurs in the vicinity, or sets up any

type of power generating plant only with the intention of selling power to other entrepreneurs, he will be accorded permission under the provisions of the Electricity (Supply) Act, 1948 by the MPEB within fifteen days of application. However, such an entrepreneur will also be required to obtain permission from the State Government through the Chief Engineer, Electrical Safety/Chief Electrical Inspector under the provisions of the Indian Electricity Act, 1910. Such applications will be decided expeditiously.

- If an entrepreneur, as spelt out above, establishes diesel/thermal/small-tiny hydro-power generating set of more capacity than that required for his own use and wants to supply power to his own unit situated at a distance, or wants to supply surplus power to some other entrepreneur at a distance, or sets up any type of plant only with the intention of selling power to other entrepreneurs and intends to make use of the distribution network of the MPEB permission will be accorded by the Board on the condition of payment of wheeling charges/payment for transmission losses as under:-
 - 10% of the total power supplied for a distance upto 40 kms.
 - 12% of the total power supplied for a distance upto 60 kms.
 - 17% of the total power supplied for a distance upto 100 kms.
 - 20% of the total power supplied if the distance is more than 100 kms.
- If an entrepreneur desires to sell surplus power to the MPEB from his captive generating set/plant, or sets up any type of generating plant to sell power to the MPEB, such an entrepreneur will be accorded permission under the provisions of the Electricity (Supply) Act, 1948. The tariff for supply of such power shall be fixed for the following time slots, under the provisions of the Electricity (Supply) Act, 1948 and rules framed from time to time by the Central/State Government, as per mutual agreement between the entrepreneur and the MPEB:-
 - from 10.0 pm to 6.00 am of the next morning.
 - from 6.00 am to 10.00 pm.
- The entrepreneur shall erect facilities for interconnection or synchronisation, at his own expense, for supply of power to the distribution system of MPEB.
- Entrepreneurs located in Growth Centres and Industrial Areas will be accorded permission to form consortia to establish power generating sets/plants as spelt out above.
- In all the above situations, the entrepreneur will need to obtain necessary permissions, or no objection certificates from other agencies, like the Central Electricity Authority, Coal Linkage Committee, Civil Aviation Ministry, Madhya Pradesh Pollution Control Board, etc.
- Diesel/thermal/tiny or small hydro-power generating plants or non-conventional power generating sources established by entrepreneurs as per paras 3.2 to 3.7 above, will be placed in the category of new industries and will be given all the facilities, as per rules, being made available to new industries.
- New industries will be given power connection within fifteen days of all formalities being completed by the entrepreneurs, the completion of line expansion etc. work and the submission of the test report.

- In order to strengthen the power supply arrangements in Growth Centres. Divisional Engineers will be posted, if not posted already, in selected Growth Centres so that power supply related problems of entrepreneurs are sorted out at the local level and better services are made available to them.
- Inspection certificates will be issued within seven days of the entrepreneurs presenting work completion/test certificates after completing the work as per approved layout for new electrical installations in industries.
- The existing facility as per notification of 6-11-1992 of according exemption from electrical duty, without time limit, on captive generating sets/equipment above 125 KVA, will continue to remain in force.
- As far as possible, 100% Export Oriented Units and continuous process units will be exempt from power cuts.

Human Resources in Madhya Pradesh

- Industrial mandays lost in Madhya Pradesh are the lowest in the Country.
- The quality of the human resource base will be upgraded continually keeping in view the requirements of industry.
- The Madhya Pradesh Council of Science & Technology, Madhya Pradesh Entrepreneurship Development Institute and the Madhya Pradesh Consultancy Organisation will closely in consultation with Industrial Associations employ a coordinated approach to develop suitable orientation programmes for entrepreneurs. There will be special emphasis on promoting entrepreneurship among members of Scheduled Castes and Tribes, Other Backward Classes, and those below the poverty line. Entrepreneur Development Programmes will also be organised with special focus on women. A Committee of officials and no-officials will be constituted to co-ordinate these efforts.
- Courses in Polytechnic and Industrial Training Institutes will be made more user specific in consultation with the end users.
- Human resource requirements for the next ten years will be mapped out and developed, keeping in view the existing pattern and future potential of industrial development.
- A scheme will be prepared for employment of local people in industries which are being established, so that industrialisation results in more employment, for them. Special incentives will be given to industrial units for training of employees/labour who are bonafide residents of the State. It will be ensured that opportunities for training under the provisions of the Apprenticeship Act are fully utilised, so that training can be imparted to the maximum number.

National Policy on Skill Development and Entrepreneurship 2015:

Ministry is an integral part of the government policy on "Sabka Saath, Sabka Vikaas" and its commitment to overall human resource development to take advantage of the demographic profile of our country's population in the coming years. Developing a comprehensive and holistic policy document is an integral part of the process. This requires a fresh look at the already existing National Policy on Skill Development (NPSD), 2009.

The objective of the National Policy on Skill Development and Entrepreneurship, 2015 will be to meet the challenge of skilling at scale with speed and standard (quality). It will aim to provide an umbrella framework to all skilling activities being carried out within the country, to align them to common standards and link the skilling with demand centres. In addition to laying down the objectives and expected outcomes, the effort will also be to identify the various institutional frameworks which can act as the vehicle to reach the expected outcomes. The national policy will also provide clarity and coherence on how skill development efforts across the country can be aligned within the existing institutional arrangements. This policy will link skills development to improved employability and productivity.

Proposed Scheme on Entrepreneurship Development:

An entrepreneurship development scheme is currently being developed by Ministry of Skill Development and Entrepreneurship. The scheme will be designed around the following major elements:

Educate and equip potential and early stage entrepreneurs across India:

In partnership with experts, a world class entrepreneurship education curriculum will be developed. This curriculum will be delivered to all aspiring entrepreneurs at no cost. Leveraging online learning, entrepreneurship courses can be taken as and when needed by students and business people alike through Massively Open Online Courses (MOOCs). In addition, entrepreneurship education will be integrated into the mainstream curriculum in 3,000 colleges around India. Entrepreneurship education courses will also be delivered in approximately 325 industrial clusters across the nation. Through 50 nodal Entrepreneurship Hubs (E-Hubs) set up across all states, existing and potential entrepreneurs will be targeted for entrepreneurship education modules that suit their need.

To support young entrepreneurs, a web and mobile based platform connecting the entire entrepreneurial ecosystem will be established. Platform members will access content online, including information on government services and special packages offered by service providers. The creation of new incubators will be encouraged and a national network of incubators and accelerators established to support young entrepreneurs. A national network of high quality, screened mentors will also be created, leveraging existing networks and successful local entrepreneurs where possible. Entrepreneurship activities in innovative and cutting edge technology areas will be aligned with initiatives such as Atal Innovation Mission (AIM) and Self Employment Talent Utilisation (SETU).

Support entrepreneurs through Entrepreneurship-Hubs (E-Hubs):

Support to entrepreneurs, including coordinated delivery of national and state government entrepreneurship programs and access to enabling resources, a national network of Entrepreneurship Hubs (E-Hubs) will be established. One national, 30 state, 50 Nodal and 3,000 college based E-Hubs will be set up to deliver support. These E-Hubs will, collectively, cover the entire nation.

Catalyse a culture shift to encourage entrepreneurship:

To promote entrepreneurship, state and national level interactions with stakeholders will be convened. International linkages will be established through internship opportunities and exchange trips to global entrepreneurship hubs such as Silicon Valley and Israel. To build awareness, national brand ambassadors will be created to champion entrepreneurial culture in India. Awards will be instituted for young achievers and a National Entrepreneurship Day will be celebrated.

Encourage entrepreneurship among underrepresented groups:

Special focus will be given to the inclusion of scheduled castes & scheduled tribes, minorities, differently abled, etc., and regionally under-represented areas including large part of Eastern and North Eastern India in entrepreneurship programs. Special efforts will also be made to enrol incubators and mentors catering to these groups will in the national entrepreneurial ecosystem.

Promote Entrepreneurship amongst Women:

Focus will also be placed on encouraging women entrepreneurs through appropriate incentives for women owned businesses under the public procurement process. It will also be ensured that gender neutral incubation/ accelerator, network of mentors, industry, resource centres and credit institutes are developed to facilitate Women Entrepreneurs. Priority will be given for mentorship and support system for women entrepreneurs in existing business centres and incubators. Steps will also be taken to assemble gender disaggregated data.

Foster social entrepreneurship and grassroots innovations:

Universities and academic institutions will be encouraged to launch a course on 'Social Entrepreneurship', including through online distance education, to actively promote social entrepreneurship in the country. Additional support, including through fiscal incentives and incubation, will also be considered. To foster grass-roots innovation, a focus on innovations in hubs, collaborations with organisations such as the National Innovation Foundation and promotion of Intellectual Property Rights will also be encouraged.

Recommendations and Suggestions for Effective Implementation of Entrepreneurship Development Programme:

Government should emphasis on promotion of small industries. The government has to create a wide network of institutions that supports emergence and growth of small enterprises in the country. To promote job creation, innovation and economic growth, policies should focus on tackling market, system and government failures holding back new firm formation, healthy enterprise demographics and high-growth SMEs. Priorities include actions to create a conducive entrepreneurial business environment, facilitate the internationalization of SMEs and entrepreneurship, improve SME intellectual asset management, enhance entrepreneurship skills and increase the exploitation of public research and procurement opportunities. Government should look for supporting staff development and managerial training in firm, developing formal ties between the sector and agencies in charge of promoting exports or securing foreign direct

investment. Governments are seeking to identify and assess policies that are relevant, effective and efficient in these areas. For this purpose, the analytical and empirical basis for informed policy design needs to be improved, Coordination between governments and regional and international organizations and institutions encouraged, and benchmarking and exchange of best practices supported. Entrepreneur should look for opportunities internationally, focusing on market growth and potential. Entrepreneur should plan now for the resources that will be needed when the economy stabilizes. Entrepreneur should prioritize the investment .Professional advisors should emphasize for sound financial management in the recovery and make client aware of risk of overtrading.

Conclusion

It is noteworthy that in spite of Madhya Pradesh being an agricultural state, the growth in the industries in Madhya Pradesh has been tremendous as a result of initiatives and efforts taken by Madhya Pradesh Government. In fact, in Madhya Pradesh we find a number of agro-based industries like bio-fertilizer, organic manure, food processing, etc. that essentially helps the agricultural production of the state. Thus as it is evident, the small-scale industries are the life-line of Madhya Pradesh. These industries help Madhya Pradesh to take one stride further and inspite of this the real challenge is to bring small entrepreneurs into the network of efficient established entrepreneurs for ensuring their share in the success for which, MP government has already started to take initiative for this. Entrepreneurship is essential for rapid and sustained economic growth and development. It creates the required man power and skills necessary for accelerated growth, reduce unemployment and poverty. For the entrepreneurs to be effective in creating wealth and employment opportunities. The government needs to create an investor friendly environment, designing stable government policies and also developing the entrepreneurial attitude in the students so that they want to be the entrepreneur and contribute in the state growth rather going for a government job.

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