



---

## **DRIVING FACTORS FOR YOUNG ENTREPRENEURS**

**<sup>1</sup>MD. KALEEMULLAH**

<sup>1</sup>Lecturer, Department of Commerce Bhavan's Vivekananda Degree College  
Sainikpuri, Hyderabad

**<sup>2</sup>R.RADHIKA**

<sup>2</sup>Lecturer department of commerce St. Ann's High School  
Secundrabad

---

### **ABSTRACT**

*An entrepreneur is a person who organizes resources, set up an enterprise, taking on financial risks in the hope of profit and creates employment opportunities. In India, entrepreneurship is growing at a fast rate in areas like Education, IT, Health Care, food, textile, E-commerce and also in agribusiness etc and generating solutions to many such problem areas. In India, it has been observed that several innovative businesses which were driven by start-ups are emerging as the important input to the economic development of the country. Entrepreneurship wasn't prevalent few years ago but in recent times Youngsters are realizing that entrepreneurship is an important tool for country's economic and industrial development and as per Amway India Entrepreneurship Report' (AIER) 2017 Over 60 Percent of Indian Youth feels that Entrepreneurship is a Good Prospect for Earning Livelihood. In this context, this paper focuses on driving factors for young entrepreneurs. This research paper also focuses on challenges faced by young entrepreneurs while setting up of business and also evaluates the preparedness for setting up of among the young entrepreneurs with the help of primary data by way of conducting the survey through questioner and this study also includes the analysis based on secondary data.*

**Keywords:** *Entrepreneurs, Entrepreneurship, Startups.*

---

### **INTRODUCTION**

Recently, in India interest in youth entrepreneurship has been increased due to unemployment amongst young people and to eradicate the problem of unemployment, a large number of programs have been initiated to support entrepreneurship by the governments and organization. Youth entrepreneurship has gained more importance with increased interest in entrepreneurship as a way of boosting economic competitiveness and contributing to growth rate by promoting regional development. While youth entrepreneurship is an under-explored field in academic and policy debates, two main factors account for its growing attention in developed countries. The first is the increased number of unemployed young people compared to the rest of the population; the second is the need for innovation in an era of globalization. In general terms, youth unemployment is because of three major reasons. The first is school or college dropouts and the second, unwillingness to work under employers and the third reason is that the frequent job changes by young people in an attempt to find a satisfactory job. Although the literature on youth entrepreneurship is limited, there is evidence (Greene, 2005) that young people think that working for themselves as a career option since it offers them an interesting job, freedom, and autonomy which another working atmosphere might not provide. As per -Amway India Entrepreneurship Report (AIER) 2017 conducted by Nielsen, As many