



TO STUDY THE EMERGING FACTORS AND CHALLENGES AFFECTING SOCIO-ECONOMIC GROWTH OF SPECIALLY DISABLED ENTREPRENEUR

*** Prof. Dr. Shefali Kondewar & ** Prof. Mohini Kulkarni,**

** Assistant. Professors', VPM's Joshi Bedekar College (Autonomous), Thane*

Abstract

This paper focuses on the social and economical development of specially abled people through the entrepreneurship. With one of the youngest population in the world, India is realizing its development in economic and social dimensions through transferring skills into successful entrepreneurship. "Vision statement Skill development Annual Report 2021 Unlock human capital to trigger a productivity dividend and bring aspirational employment and entrepreneurship to all. Disability is part of being human and is integral to the human experience. An estimated 1.3 billion people or 16 % of the global population experience significant disability today.

Keywords: *Specially Abled, Skills, Entrepreneurship*

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"Take up one idea. Make that one idea your life, think of it, dream of it, live on that idea, let the brain, muscles, nerves, and every part of your body be full of that idea and just leave every other idea alone. This is the way to success." Narendra Modi

The growth and success of developing nations mainly depend on the level of entrepreneurial activity. Entrepreneurs are the strongest pillar of economic growth as they provide a source of income themselves, generate employment for others, design new and innovative products or services for the society. Entrepreneurs are persons who continuously identify and explore new opportunities. As per Global Entrepreneurship Monitor (GEM) India Report (21-22), India's entrepreneurial activity expanded in 2021, with its Total Entrepreneurial Activity rate (percentage of adults (aged 18–64) who are starting or running a new business) increased to 14.4% in 2021, up from 5.3% in 2020. India has become third largest start-up ecosystem in the world after the US and China with over 60,000 start-ups. India created 42 Unicorn in the year 2021 alone. According to the Union Budget for 2022, the reserved fund for the Start-up India Seed Fund project is Rs 283.5 crore, which is more than the revised estimate of roughly Rs 100 crore for the fiscal year 2021-22. India is currently in a unique position in which both the government and private investors want Indian entrepreneurs and start-ups, as well as MSMEs, to flourish and establish a global presence. In this endeavour, the Government of India and the Ministry of Micro, Small, and Medium Enterprises have introduced a number of innovative government programs aimed at empowering start-ups and MSMEs in India like Start-up India Seed Fund, ATAL Innovation Mission, SAMRIDH Scheme, Start-up India Initiative etc.

Persons with disabilities make up an estimated 15 per cent of the world population, over one billion—80% of who live in developing countries (WHO report). According to census 2011, around 2.2% of overpopulation suffer



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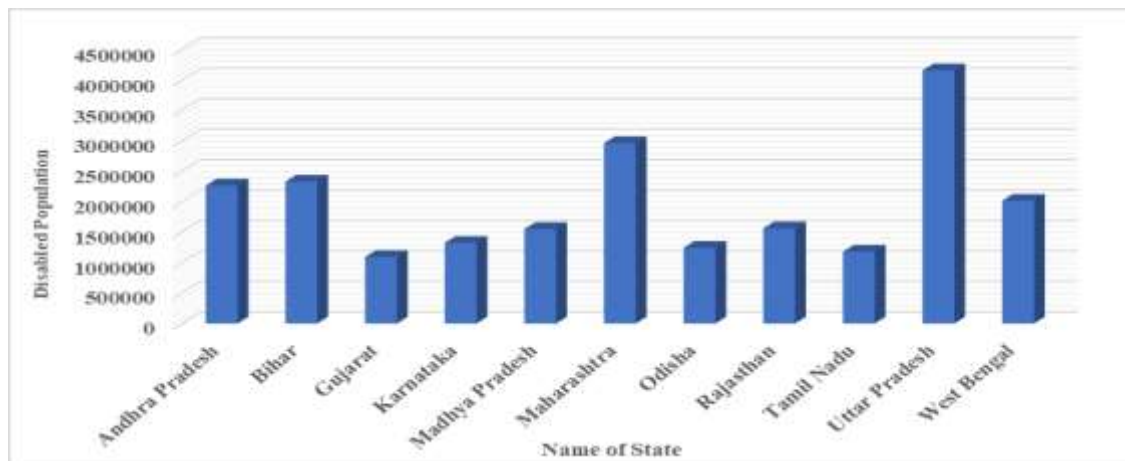


VOLUME-X, ISSUE- I

JAN - FEB 2023

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from some form of disability. There are 14.9 million men with disabilities as compared to 11.8 million women in the country. According to 2011 Census there are 26810557 persons affected by various disabilities which is 2.21% in the total population. The following table shows that the population distribution of different states of India.



(Source: C-Series, Table C-20, Census India 2011)

Majority 69% (18631921 disabled persons) of disabled are residing in rural areas of India and the remaining 31% (8178636 disabled persons) are living urban areas. Disability and poverty decline the standard of living of persons with disability and hence increases the expenditures on health care, transportation, employment, assistive technology and the cost of manpower development for social development. Disability may lead to limited employment opportunity and earnings to persons with disability and other family members due to care for disabled family member. The basic problem is with environment not with disabled people. By observing current scenario we have to think how far can we improve the quality of differently abled people's environment? The 'sympathy' could not be solutions, now it's time to think for empathy.

Review of Literature:

- 1) E. Saranya Devi and S. Rajamohan (2019) studied about National Handicapped Finance and Development Corporation (NHFDC). The authors have explained schemes and policy, analysed by the government sanctioned to the people and number of beneficiaries received loan by year wise report has mentioned clearly. The complete paper focused on the NHFDC initiatives taken for upliftment of disabled people.¹
- 2) Dr. S. Rajamohan, E. Saranya Devi, A. Sathish (2020) accessed the opinion of the differently abled entrepreneurs towards the barriers. Authors found lack of financial shortage, lack of self-management, market prejudice, lack of experience were barriers for differently abled entrepreneurs. Authors suggested that National Handicapped Finance Development Corporation(NHFDC) is one of the boon, blessing and gift for the disabled community.²
- 3) E. Saranya Devi, Ph.D Scholar, Alagappa Institute of Management, Alagappa University, Karaikudi, Tamilnadu, India, Dr. S. Rajamohan, Senior Professor Director I/C, Alagappa Institute of Management, Alagappa University, Karaikudi, Tamilnadu, India (2020) summarized that, as a crucial part of the general population, PWDs have an ability to contribute to the general economic development of our country. Media



has the capacity to play the most important part in entrepreneurial growth by establishing and illustrating all these portals that can introduce technological innovation between PWDs to increase the culture of entrepreneurship in society.

The above readings encouraged us to try to develop a systematic model regarding the employment and entrepreneurship skills of differently abled person in India by considering different parameters like social security, grievance.

Objectives: To understand entrepreneurial development of especially abled persons in India

To study the emerging factors and challenges affecting socio-economic growth of specially disabled entrepreneur

Methodology and analysis:

The paper is based on case studies so, data is collected from 3 especially abled entrepreneurs directly through questionnaire. So this comprises of primary data. Also we have considered interview of one very influential entrepreneur which is already published, So this comprises of secondary data. Since the study revolves around the data which is opinion or experienced based, the data collected is qualitative data. The responses are recorded through questionnaire as well as through unstructured interview method. Thematic analysis was conducted based on 6 key themes. Each theme was examined to gain the understanding of respondents' perceptions and motivations. The objective of this paper is to understand some key factors with the particular specially abled entrepreneurs. It is a case study based analysis. So our sample size is 4.

Analysis and Findings:

Sangita Desai – who has congenital abnormality

She is co-founder of Raw Nature- an essential oil business

Pranav Desai – has Polio

Founder of VOSAP mobile app

Sharad Gaikwad – deformed left hand

Founder of Gammatix

Shailesh Sheth – leg deformity

Founder of Antarnaad NGO

Following are some common findings from the analysis of responses of the above entrepreneurs—

They had strong desire to overcome their disability. Their thought process was quite positive and they accepted their disability as opportunity to prove their special strength. So they could think of starting something on their own.

They had strong support from their family and parents. This support was one more strong pillar for these would be entrepreneurs to go ahead.

Attitude of society was positive in case of two. But Sharad Gaikwad mentioned that he got negative response from society and school. But this type of behavior of society had contrast effect on him. He struggled against it and proved himself.

So we can conclude that they have strong mental strength, desire and fighter spirit to struggle and to compete with the main stream.



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VOLUME-X, ISSUE- I

JAN - FEB 2023

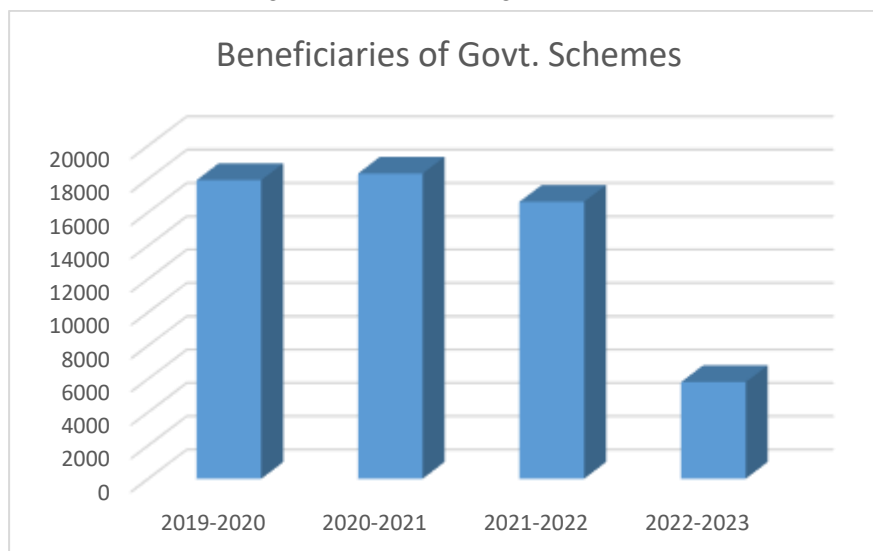
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Awareness about government schemes among the specially abled people was poor. Actually here we would like to focus attention on this important issue of awareness.

Some cast / religion may also have some limitations due to superstition, typical mind set etc. These negative people think that specially abled entrepreneurs have to compete normal people.

Following is the statistics which shows the percentage of beneficiaries of Government schemes for empowering specially abled entrepreneurs.

National Handicapped Finance and Development Corporation (NHFDC) is a Central Public Sector Undertaking under the aegis of Department of Empowerment of Persons with Disabilities (Divyangjan), Ministry of Social Justice & Empowerment, and Government of India. As per statistics number of beneficiaries from 2012-2020 to 2022-2022 are below. It shows that the government is taking numerous initiatives



The awareness about these schemes must be increased to 100% among specially abled people in India. Media can prove a great help for this mission.

Also, awareness campaign should be run at social communities, societies, schools and college levels. Also, complexity of implementing these schemes should be removed.

There was one or another event in their life which proved to be a turning point in their entrepreneurial journey. Pranav Desai got admission in school with some conditions. He had to prove himself to show his ability to study further in the school.

The common difficulties they all experience in their journey are also important issues to address. They don't have any role model to look forward. May be there is less awareness about this aspect. So again media can play major role in this regard by placing specially abled successful entrepreneurs in high levels of publicity.

Also there was lack of business training, lack of knowledge of different business aspects and accessible infrastructure were major difficulties faced by these people in their struggle towards an entrepreneur.

Here we conclude that specialized training must be made available to specially abled people which will include



giving hands on practical training about different business aspects. Also these programs should be easily available and approachable for them. Again, spreading awareness is an important task.

Technical literacy is another aspect that need to be tackled effectively for specially abled persons. In this era of advance technology, it is extremely important to make these people technology literate to bring them into mainstream.

It is necessary to customize programs and policies not only to encourage entrepreneurship but also to execute strategies that can assist to promote youth entrepreneurship culture.

As a crucial part of general population, PWDs have ability to contribute in the socio-economic growth of our country as proved by the above case studies.

Though there are so many difficulties in the path of becoming successful entrepreneur, these people have strong mental strength to prove their ability. More the adversities, stronger is their willpower. They can better understand the pain of young, upcoming specially abled entrepreneurs and helping them in all possible ways.

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Cite This Article:

****Prof. Dr. Shefali Kondewar & ** Prof. Mohini Kulkarni (2023). To Study the Emerging Factors and Challenges Affecting Socio-Economic Growth of Specially Disabled Entrepreneur, Educreator Research Journal, Volume-X, Issue-I, Jan –Feb 2023, 83-87.***