



MAH/MUL/03051/2012
ISSN-2319 9318

International Multilingual Research Journal

Vidyawarta®

Special Issue, January 2018

Dnyaneshwar Gramonnati Mandal's

Hon. Balasaheb Jadhav

Arts, Commerce & Science College, Ale

Tal. Junnar, Dist. Pune-412411.

NAAC Re-accredited with "B" Grade

Organized By

Department of Commerce

**National Conference on Recent Trends
in Commerce & Management**

Editor

Dr. Subhash Wadekar

Principal, B. J. College, Ale (Pune)

Sponsored by

Planning & Development,

Board of College & University Development (BCUD)

SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE.



42) CHALLENGES IN 21ST CENTURY FOR ENTREPRENEURS" A PAPER Dr. Dattatraya S. Tambe, Pune	188
43) Industrial Policy & Promotion and Foreign Exchange Management Act, 1999 Malani Rishikesh Jagdish, Sangamner	197
44) B2B, E-commerce and access to global markets Dr. D. B. Borade, Beed	202
45) E-Governance - A Challenge for India Prin.Dr. H.G. Vidhate, Beed	205
46) E- Commerce and Its Impact on Indian Market Dr. S. N. Waghule, Beed	208
47) Effect of Demonetization on Indian Banking System Chaugule Sharif Mehmud, Pune	211
48) OVERVIEW OF GOODS AND SERVICE TAX N. S. Harer, Sangamner	215
49) Agriculture for Development: Toward A New Paradigm Dr. Tambe Sudhir T., Ale	218
50) CSR and Gender Equality: The Indian Scenario Mr. Shingade B.N. Dr. Wakchaure R.N., (MS)	223
51) BEAUTY OF GST – "ONE NATION ONE TAX" Prof. Nilesh Vitthal Pachundkar, Pune	229
52) E-Banking; A New Horizons in Cash-Light India Dr. Shrikant Fulsundar, Pune	232
53) PROBLEMS OF AGRICULTURAL MARKETING IN INDIA Dr. Kanawade Manohar Sitaram, Ale	239
54) GOODS AND SERVICES TAX Shri. Shaikh Mahamadali Liyakatali, Beed	247
55) Goods and Services Tax (GST) Dr. Markande Madan Rambhau, Beed	252
56) An analytical study of growth of life insurance in India (2008-2013) Prof. Umesh Sakharam Kasar, Dr. Subhash Wadekar, (MS)	257
57) A DESCRIPTIVE STUDY OF TECHNOLOGICAL CHANGES IN BANKING SECTOR Nilesh P. Pawar, Nashik	265

CHALLENGES IN 21ST CENTURY FOR ENTREPRENEURS" A PAPER

Dr. Dattatraya S. Tambe

CSM's Arts Commerce College Chakan,
Dist: Pune.

Email: dattatrayatambe7519@gmail.com

INTRODUCTION

Agriculture is the backbone of Indian economy. Near about 70 percent of the population of the India depend upon agricultural. Though the whole economy of the nation depend upon agricultural, the improved technologies are not utilized in the agricultural for cultivation & all other activities. Farming activities are depending upon the natural resource i.e. each farmers is depend upon the rain, the natural resources of a country are of primary importance for economic development. Now agricultural has enhanced as the remunerative occupation. The outmoded land tenure system, traditional technology, poor agricultural, infrastructure are the storing barriers in the process of agricultural development. Institutional & technological changes were introduced to create the favourable conditions for the development of agriculture. They primarily are initiated for improvement of crop production & productivity. Crop production & productivity & cropping intensity have increased, during the planning period. In the era of liberalization, privatization & globalization, Indian agricultural has much protection to get the advantages of globalization with the help of modern technologies in production & marketing of agricultural produce.

The India can become a superpower in the world in respect of agricultural production. But the Indian agriculture had many problems which can be grouped in the functional areas of management such as production, personal, finance & marketing etc.

CONCEPTUAL BACKGROUND :

The word "entrepreneur" is derived form the French verb 'entreprendre'. It means to 'undertake'. In the early 16th Century, the Frenchman who organized and led military expeditions were referred to as "entrepreneurs" Around 1700 A.D. the term was used for architects and contractors of public works.

Some definitions of the word entrepreneur are as follows :-

Adam Smith described entrepreneur as a person who only provides capital without taking active part in the leading role in enterprise.

Richard Cantillon considered all persons engaged in economic activity as entrepreneurs.

Joseph A. Schumpeter recognized a person one who introduces innovative changes is an entrepreneur.

Frank Young describes entrepreneur as a change agent.

Peter F. Drucker defines an entrepreneur as one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business service.

Francis A. Walker observes that the true entrepreneur is one who is endowed with more than average capacities in the risk of organizing and co-ordinating the various other factors of production.

Entrepreneurship refers to a process of action, which an entrepreneur undertakes to establish his or her enterprise. It is a creative or innovative response to the environment.

In the words of **A. H. Cole**, entrepreneurship is the purposeful activity of an