

PREFACE

The paper 'Entrepreneurship' is meant for B. Com [H], [Three Years (6 Semesters)], under CBCS Programme of various Universities throughout Odisha. The basic aim of the paper is to orient the learner towards entrepreneurship, as a career option, and creative thinking and behaviour for effectiveness at work and in life.

This paper also focuses on the need of students to educate themselves on the most pertinent issue of the rapidly evolving world of entrepreneurs and the Governmental initiatives towards boosting entrepreneurship and Startup culture amongst youth, for combating the mammoth problem of unemployment in India.

This book has been written in a simple language which is easy to comprehend and learn, for all students. After having studied the subject, the students will be well versed with the business world and would learn the methodology and modalities of setting up small business. The Indian economy needs today, entrepreneurs, so that the stated problems of unemployment and under-employment can be overcome.

The chapter scheme has been kept strictly as per the prescribed syllabus.

Tips of teachers/students:

- ◆ *Students are advised to carry out a personal SWOT analysis for themselves to find out their interest in entrepreneurship & also identify their Strengths & Weaknesses.*
- ◆ *Enhance inter personal and behavioural skills.*
- ◆ *Develop report/project writing skills.*
- ◆ *Day dream a business venture & make a Business Plan.*
- ◆ *Read newspapers everyday and keep abreast of happenings in the business world.*
- ◆ *Teachers must include projects and practical exercises to help students to understand the concept better.*
- ◆ *Both students and teachers must include current examples from the industry.*

As this syllabus contains very dynamic issues, effort has been made to do justice with the content. However, if anything has been skipped or overlooked, the suggestions and reviews from the reader will be of immense help to me in updating the next edition. I would like to thank my family for the support, content contribution and the editing help, they have provided. My husband Mr. Anurag Mathur stood as a rock of Gibraltar, throughout the writing process and my daughter Anubha - an MBA from IIT-Roorkee, showed managerial abilities in helping me organise the entire task effortlessly. My son-in law CA Nitin Mathur contributed live examples from the industry. Not to say the least, the new edition to our family, my granddaughter baby Anvita has been a soothing factor and stress buster during the much stressful exercise of writing the book. I would take this opportunity to thank my brother & sisters, nieces & nephews and friends for their support. My publishers 'Taxmann' also deserve profuse thanks in lending help, support and timely completion of the project.

In the end, I would fail in my duty if I do not acknowledge the role of my Gurus, Prof. N.K. Chadha, Prof. Y.P. Singh & Prof. K.V. Bhanumurthy.

I am eternally grateful to LORD KRISHNA for bestowing HIS blessings for writing the book & thankful to my spiritual Guru Shri Sant Raj Aradheya for his heavenly blessings.

I, assure, the readers that they will be benefited with the content of the book, as I have been able to use my professional and academic experience in writing the book. Being a CHARTERED ACCOUNTANT by profession, I have about 14 years of managerial experience in the industry and about 21 years of teaching experience. With over 35 years of combined experience of industry and academics, I have seen industry from close quarters and used the practical experience in making teaching more meaningful. I am positive that the students will have plenty to gain from the book.

CA [DR.] ABHA MATHUR

FCA, M. Com., PGD [BM], DIP [Comp. Prog.], Ph. D

Associate Professor

Commerce Department-Satyawati College

E-mail : abhamathur25@gmail.com

abha.mathur@icai.org