# Innovation for Entrepreneurship Development in Deoria District of India

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**Abstract**

*Most of the enterprises are falling because of lack of proper utilization of new initiatives. There is a need of systematic structure of any unit. The role of Innovation, Motivation and technology is prominent in this cause. On the basis of field work, it has been observed that there is vast impact of Innovation on the development of any enterprises. The central point of the study is the Innovation and Entrepreneurship for the success of any enterprises. This paper is focussed on the role of Innovation and Entrepreneurship in Deoria district.*

**Key words:** Innovation, Entrepreneurship, Growth, Small Scale Industries, Uttar Pradesh, Deoria etc.

## Introduction

Entrepreneurship has been in the background of all human progress and successful best practices in development. It is identified as one of the most important indicator for economic development of a country. Indeed, the need of entrepreneurship has got a specific connotation all over the world. It may be identified with innovations in service deliveries in the US literature, it may be Business is the life line of any country and innovation in business has to be carried out only through new initiatives and inventions of new techniques in business activities. There are many institutes and organisations in India and World which have started Entrepreneurship Development programmes and provide a detailed knowledge about running an enterprise. The idea is to establish more entrepreneurs and make them self employed and job producers. This is a known fact that most of the institutes are coming up to cater the growing need of industries by supplying traditional managers. Entrepreneurship is regarded as one of the four major factors of production and others are land, labour and capital.

Uttar Pradesh, the most populous state of India is well known for its multi-coloured culture, religions and range of geographical land. The state has its credit the outstanding architectures and known for its rich arts and crafts. Located in the Northern part of India, Uttar Pradesh is primarily an agrarian economy with more than 60% of the population depending on agriculture for their livelihood. The state is the largest producer of food grain in India and proposes a diverse agro climatic condition which is favourable for agricultural production. Uttar Pradesh is known for its highest contribution to the nation's sugarcane basket. As such, the state also provides excellent investment opportunities for industrial development. Accounting for 7.3 percent of the country's area, it provides home to more than 16.5 percent of Indians. The state contributes 8.1 percent to India's GDP. A series of recent policy initiatives and focus on infrastructure development, supported by availability of skilled manpower, good resources base and a large consumer market all makes Uttar Pradesh an attractive investment destination and a good place for industrial development.

Uttar Pradesh has initiated several schemes and programmes for the development of SSIs, such as Transport Assistance Scheme, Technology Up-gradation Scheme and has established Single Table System for providing prompt and quick solutions to the entrepreneurs in the state. In addition to this, the state has also implemented Market Development Assistance Scheme to smoothen the marketing of products of Khadi and Village industries.

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According to the 2011 census Deoria district has a population of 3,098,637, roughly equal to the nation of Mongolia or the US state of Iowa. This gives it a ranking of 114th in India (out of a total of 640). The district has a population density of 1,220 inhabitants per square kilometer (3,200 /sq mi). Its population growth rate over the decade 2001-2011 was 14.23%. Deoria has a sex ratio of 1013 females for every 1000 males, and a literacy rate of 73.53%. Soil of different types is found in the district such as Domat , Bhat, Matiyar & Balui Domat commonly. Productive & densely populated district of Uttar Pradesh is situated at the north-east end of the state. Currently, Deoria district has five tehsils namely Deoria, Sadar, Salempur, Rudrapur, Berhaj & Bhatparrani. The five tehsils (Revenue Sub- Divisions) presided over by a Sub Divisional Magistrate. Tehsils are further subdivided into Sixteen Development Blocks, and these Blocks divided into 176 Nyay Panchayat and these Nyay Panchayats divided into 1017 Gram Sabhas which consists of 2162 Revenue villages.

**Objectives of the study**

To study the Innovation for Entrepreneurship development in the district.

**Methodology:**

The study is based on Primary information. The secondary information was also collected from the relevant publications of government and nongovernmental organizations like Development Commissioner of msme, Small Scale Industries, PhD chamber of commerce, and Commissioner of Industries etc.,

**II. Status of Innovation**

$H_0$**:** Entrepreneurship intervention does not increase Innovation

$H_9$**:** Entrepreneurship intervention increases Innovation

**Table 16**

**Innovation**

| | | Performance score | | | |
|---|---|---|---|---|---|
| | | 1.00 | 2.00 | 3.00 | Total |
| | 1.00 | 27 | 2 | 0 | 29 |
| | | 93.1% | 6.9% | .0% | 100.0% |
| | 2.00 | 19 | 270 | 31 | 320 |
| | | 5.9% | 84.4% | 9.7% | 100.0% |
| | 3.00 | 0 | 12 | 39 | 51 |
| | | .0% | 23.5% | 76.5% | 100.0% |
| | Total | 46 | 284 | 70 | 400 |
| | | 11.5% | 71.0% | 17.5% | 100.0% |
| $\chi^2$ =341.015 (Table Value = 9.488) | | Sig value = .05, df = 4 p = .000 | | Correlation R = .681 p = .000 | |

**Source:** Primary Data

**Note :** Number shown with in parenthesis refers to %

The above table has tried to test hypotheses if innovation is a major factor in successful enterprise. It is seen that 93.1% has scored Low (1) and 6.9 % has scored medium fall under the category less moderate. 84.4% of moderate category scored Medium. Similarly 76.5% of high moderate entrepreneurs scored High (3). Overall 71.0% of the entrepreneurs scored Medium (2).

Since the chi-square value 341.015 is higher than the table value of 9.488 which means that the alternative hypothesis is accepted and null hypothesis is rejected. Therefore, Innovation is the major factor for the success of the Enterprise.

**Rationale and Scope of the Study**

Small scale industries represent an important segment of the state economy in terms of employment generation, foreign exchange, earnings and exports. The positive government policies joined with availability of large pool of human resource makes the state one of the best location for setting up SSI units within the state. The state has set up 679703 units, which has generated employment for 2742766 persons and has attracted investment of more than Rs. 12000 crore. The state has proposed to set up 33000 units in the annual budget of Financial Year 2011-12 which would create employment opportunities for 1.3 lakhs persons of the state. (*PHD Research Bureau*)

**Conclusion**

The study conveys that the human resources have not been managed properly in Deoria district. The productivity will not been increased if poor working conditions prevails in the district. There is a need to improve from the government agency a lot for effective and efficient delivery system of various procedures and policies to the entrepreneurs. There is a scope of new MSMEs in Deoria district of U.P. some of them are pointed here and they are Agro based industry, Plastic & Plastic product, Readymade Garments, Cotton Hosiery, Shoe industry, Soap & Detergent, Furniture industry, engineering products etc. Since, some basic materials are available in the district that can be properly used by the entrepreneurs for long term survival.

In a country like India where top heavy bureaucracy and red-tapism reign supreme, it is difficult for small innovators and entrepreneurs to start up entrepreneurial activities due to a variety of obstacles. The first and the foremost hindrance in the way of the entrepreneurs is the lack of information of the various governmental schemes that exists. Though the welfare spirit of the government of India has been behind the formulation of a good number of funding schemes for innovators, the starters hardly have any exposure and access to this information.

In case of Uttar Pradesh, entrepreneurs are mostly unskilled in the specific field. i.e., they lack in proper training to handle enterprise at the beginning. It is clearly identified from the present research that the present level of up gradation of knowledge and skill is not good and therefore it is suggested that there is special mechanism to train and tune entrepreneurs in their respective field will make the stake holders of the economy more efficient, successful and improving their skills and talent in their fields and disciplines.

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