

Don Bosco Arts and Commerce (Evening) Yerwada Pune

Criteria 3.3.1

Number of research papers published per teacher in the Journals notified on UGC CARE list during the last five years.

AY 20-21

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Title of paper	Name of the author/s	Department of the teacher	Name of journal	Calendar Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal /Digital Object Identifier (doi) number		
						Link to website of the Journal	Link to article / paper / abstract of the article	Is it listed in UGC Care list
Growth of Entrepreneurship development in India and its Impact on Indian Economy	Mr. Baisane P.B.	Commerce	Our Heritage	2020	ISSN: 0474-9030 Vol-68, Special Issue-36	-		Yes

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							of the article	
Multicultural aspects in Jasmine by Bharti Mukharjee	Arati Shrungarpure	English	Research Journey	2019	ISSN- 2348- 7143	Offline journal		Yes

Multicultural Aspects in Jasmine by Bharati Mukherjee

Arati Shrungarpure

Abstract:

In the world of 20th century, migrations for various reasons, even for better life opportunities and ambition have become common phenomenon which results into the amalgamation of different cultures and different identities. Multiculturalism becomes an inevitable part of this diaspora where different marginal cultures are bound to find the ways of reflecting themselves. On the other hand, globalising expectations of dissolving the differences and projecting one (though it is a dominating one) pressurise the individual which results into the feeling of decentred self.

Keywords: Migration, amalgamation of cultures, multiculturalism, diaspora, decentred self, cultural conflict.

Jasmine, the protagonist of the novel, journeys in search of better living opportunities faces tremendous problems throughout but doesn't lose her spirit of moving ahead to what she desires. During the journey she has to adapt different cultures, to accept and face the changes and to get changed in order to survive herself in the new world. Her indomitable spirit to overcome the difficulties, her courage to move ahead takes her to different cultures, from fragmented identities, uncertainty and instability of life to a stable and conformed identity, from an illegal immigrant, murderer and rape victim to the new American promises of individual self and an awareness of individualism.

The story opens with the childhood incident of the protagonist in a rural area where she was known as Jyoti. An astrologer tells the future of Jyoti as an exiled and widowed one. Jyoti refuses to believe in such things. Even at just the age of seventeen years when her life is governed by the customs and patriarchal and parental authority, she decides that she won't marry a person who will take dowry.

Her marriage with Prakash brings the initiation of the change in her personality and in her life. This change is towards liberalisation and modernity against the old Indian traditions and customs. Prakash makes her a city woman. He gives ways of living as her husband desires. Even for her it becomes difficult to shed old customs. She is born as a new woman though this becomes possible with the help of her man. This change takes place within the Indian culture. But Jasmine's real journey of selfhood starts when her husband gets killed in a bomb blast and instead of performing old Indian oppressive customs she chooses to leave for America where her husband always dreamed of. This was a choice between an old oppressive culture and new promises of American culture.

Her journey starts as being an illegal immigrant.

When she comes in America, she gets disillusioned. Her American dream collapses. "The first thing I saw were the two cones of a nuclear plant and smoke spreading from them in complicated but seemingly purposeful patterns, edges lit by the rising sun, like a grey, intricate map of an unexplored island continent, against the pail unscratched blue of the sky. I waded through Eden's Waste, plastic bottles, floating oranges, boards, sodden boxes, white green plastic sacks, tied shut but picked open by birds and pulled apart by crab." (Mukherjee, 95)



But this was not the all. More misfortune was in store for her. She becomes the victim of gender biased society where being a woman she is raped and humiliated to the extent that she feels like dying. But in an instant, she avenges against her humiliation by killing Half face in the motel. She burns her bag, sari along with her past, as if she takes rebirth in American culture, leaves the motel in American clothes again in search of better America, to complete her mission to visit the campus where Prakash wanted to study further.

In America, Jasmine finds herself in conflict with the new American culture. For American people she is blackish skinned women coming from the eastern part of the world. It becomes impossible for her to tell these people about her past and her Indian identities. She finds herself as an exotic or invader in this country. She finds her marginalisation as cruel and unbearable. This compels her to adapt the American culture, the American ways of life, in fact to become an American itself. Every time she adapts new culture only by burying the old culture, sheds her old identity in order to create new one. In fact, she has to murder herself to take rebirth. Her self becomes fragmented and decentred. She continues her search for stability and conformity.

Jasmine changes herself for change becomes an inevitable part of her journey. She doesn't resist transformation. She changes because she wants to change. She gets multiple identities in America as Jase, Jazzy, Jane. These multiple identities and multiple cultures pave her way towards the unification of identity and culture.

Jasmine meets Taylor who renames her as Jase. Jasmine finds her desired individual self in Jase. Jase lives for present; but again, she has to go to Iowa to run away from the murderer of her husband.

In Iowa, Jase again adapts new culture and new identity as Jane. She keeps on refusing to marry Bud for unknown reasons though he is the father of her unborn child. Bud was leading a life on wheelchair for he was shot on back two years ago. His child Du and Jasmine has spiritual bonding. They need her very much but still at the end Jasmine chooses for Taylor and prefers individual promises instead of getting tied with the bondage of duty and honour. This awareness of individuality she inculcates in herself throughout this journey and she chooses to be Jase. "Jyoti was now a Sati Goddesses; she had burned herself in a trash can funeral pyre behind a boarded-up motel in Florida. Jasmine lived for the future, for Vijn and wife. Jase went to movies and lived for today." (Mukherjee, 156)

While choosing Taylor Jasmine claims, "not choosing between men" but "between the promises of America and the old-world dutifulness." She creates a new identity for herself according to her own wish and not of Taylor this time.

Jasmine's journey through various cultures and identities, her multicultural self finally gets dissolved in the globalised identity as an American one. She finally finds a centre and conformity for herself. This is an identity which promises of her own individual horizon.

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INTERNATIONAL CONFERENCE On Global Economic Slowdowns: India's preparedness to meet the emerging challenges

ORGANISED BY:-

M.C.E. Society's
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Of arts, science and commerce, Camp Pune-411001

Subject: - Business Practices and Management

**“(Growth of Entrepreneurship development in India and its Impact on
Indian Economy)”-**

BY:

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Guide-

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Research Paper on,

“Growth of Entrepreneurship development in India and its Impact on Indian Economy”-

S

Introduction

India become change by the change of Indian economy, change of Indian market, change of Indian government's various schemes regarding the entrepreneur. The term 'entrepreneur' was first introduced by French economist Richard Cantillon in 18th century. He formally defined the entrepreneur as the “Agent who buys means of production at certain price in order to sell the produce at uncertain prices in the future”. Entrepreneur is the person who started a new business or company by the help of tacking high risk in his idea. He may require venture capital to cover start-up costs. In simple word we can said entrepreneur business activity and its work related to his enterprise is called entrepreneurship. India is the country where entrepreneurs are born by naturally, who leads the government of India initially. E.g. Infosys co-founder of Mr. Narayana Murthy, first generation entrepreneur Mr. Sunil Mittal and also G.R. Gopinath his dream is to make air-travel for common man of India. This entrepreneur has own family capital for develop his business but now in India, Indian government launches various schemes for the developed or boost to entrepreneur venture capital in various category or can say women's also, such as start-up India. Peter Drucker defines the successful entrepreneurs or businessman, whatever their individual motivation be it money, power, curiosity or the desire for the fame and recognition, try to create value and a contribution. Still, successful entrepreneurs aim is high. They are not content simply to improve an alternative what already exist or to modify it. Some important characteristics of entrepreneurs are it is systematic which is lawful and purposeful activity, its take high risk, its new innovation.

Key words: Definition of entrepreneurship, Objectives, Growth of entrepreneurship in India, Schemes of entrepreneurship of Indian government, Successful entrepreneurs in India and its contribution to economical growth of India.



Definition of Entrepreneur and Entrepreneurship

Definition of Entrepreneur

J.B. Say defines:

“The entrepreneur is the economic agent who unites all means of production, the labour force of the one and the capital or the land of the others and who finds in the value of products his results from their employment reconstitution of the entire capital that he utilizes and the value of the wages, the interest and the rent which he pays as well as profits belonging to himself.”

Joseph A. Schumpeter defined:

“Entrepreneur as an individual who carries out new combines of means of production by which there occurs disequilibrium.”

The above definition says the entrepreneur is the person who create his own small business for making his profit and who can manage all the things related to his development and off-course his development means economic development. Let's define the Entrepreneurship as follows,

Definition of Entrepreneurship

Thomas and Mueller define

“Entrepreneurship should be expanded to international markets to investigate the conditions and characteristics that encourage entrepreneurial activity in various countries and regions. It is reasonable to expect that entrepreneurs reflect the dominant values of his or her national culture and national culture has definite effect on entrepreneurship” (Thomas & Mueller, 2000).

Above definition defines the entrepreneurship is the entrepreneurial activity who creates new organization, and leading to significant growth and wealth creation. We can say that his is the manager of management of small business and there is the two type of entrepreneurship that we can say one is Small Medium Enterprise (SME) and second is Innovation Driven Entrepreneurship (IDE). The regional markets factors such as restaurants, services etc. are included in small medium enterprise which is less require investment and under the Innovation Driven Entrepreneurship global market is included.

Objectives:



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- 1) To study the entrepreneurship development in India.
- 2) To study the economic development of India by the increasing of entrepreneurship in India.
- 3) To know the various schemes launches by government of India for boost the moral power of entrepreneurs.
- 4) To know the how these schemes are benefits for new entrepreneurs and how this scheme supports to develop the Indian Economy.
- 5) To analysis the Indian Economy after launching various schemes for boosting the venture capital of the entrepreneurs.
- 6) To analyze the Impact of develop entrepreneurship in India on mixed economy which is Indian Economy.
- 7) To know the are the successful entrepreneurs in India.

Growth of Entrepreneurship in India.

In the colonial period, 1600 A.D. India started his business with Roman Empire, after that Portuguese and English are entered in the India and they captured all the market. There is one advantage of India they force to entrepreneurs to become traders and that's the reason here is entrepreneurship become started in India. Indian government was launched various programmers or trainings for improve and supports first generation entrepreneur. It's under the Entrepreneurship Development Programmers' (EDP). To improve the technology in small scale industrial development. For the providing credits to Small Scale Industry government was started specialized banks such as Small Industrial Development Bank of India (SIDBI- 1990). After the adopting LPG policy in 1991 government gives permission for investing huge amount of value in various business and this, we can say build large volume of capital in India. Its supports to develop corporate industry in India. That we can known very well of Neharu-Mahalnobis model (1955) about the encouragement to cottage and small industries producing consumer goods. This industry has power to increase the supply of consumer goods. In some years ago government was launched various schemes or started by institutions or organizations to boost the new entrepreneur's in market. One of them is The Entrepreneurship Development Institute of India (EDII) in 1983, this institute is non-profit institute which sponsored by IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd., and State Bank of India. These institutions or an organization has supplying traditional managers/ corporate managers to industry. Start-up India is the action plan launch by government of India on 15th August, 2015 to promote natural growth of the entrepreneurship in country. Entrepreneurship should support the government in several ways, such as creation of employment. **High Power Monitoring**



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Committee- this committee members are representative of specially in SC and ST entrepreneurs. **Shri. Milind Kamble**, Chairman, DICCI (Dalit Indian Chamber of Commerce and Industry)/ **Advisory Committee** has promoting to bring the new industry and SC/ST entrepreneurs. Global Entrepreneur Indicator-**GEI Survey** August, 2015 conducted by EO-Entrepreneurs organization has been carried out for the past five years, twice annually, to gauge near-term global economic outlook. This survey shows that 82% of all respondents globally and 75.8% respondents from India have reported a willingness to start a new business in their current economic environment. (**Source-Global Entrepreneur Indicator- GEI Survey August, 2015, Entrepreneurs Organization**). A survey report by EDI of India shows the 11% India's adult population is engaged in "total early-stage entrepreneurial activity (TEA)." Only 5% peoples can manage or started their business and keep moving on 42 months by according to survey. (Source- PTI I March 19, 2018.)

Schemes of entrepreneurship of Indian government: -

Government of India launched various schemes for increase the entrepreneurship in country these are as follows,

- 1) **Multiplier Grants Scheme (MGS) for IT Research and Development and Modified Special Incentive Package Scheme (M-SIPS):** - This both scheme are launched by Department of Electronics and Information Technology. MGS if for encourage research and development included in Artificial Intelligence, Technology, Hardware, IT services etc. this is valid only till march 31st, 2020. M-SIPS schemes are promoted to large-scale manufacturing in the Electronic System and Manufacturing (ESDM) sector. Industrial Electronics, Nano Electronics, Bio-tech, Telecom etc. sectors are included in this scheme.
- 2) **The Venture Capital Assistance Scheme:** This scheme is launched by Small Farmers Agri-Business Consortium (SFAC) on 2012 for increasing agri-entrepreneurship. Most important fact on these schemes is this scheme is attached with or tied with 42 banks which are provide interest-free loans to farmers (Individuals/ Groups)
- 3) **Credit Guarantee:** - This scheme is supported to retailers, educational institutes, self-help groups and SMEs and this scheme is launched by Credit Guarantee Fund Trust for Micro and Small Enterprises. Up to Rs. 5 Lakh provided under this scheme for SMEs and also others.
- 4) **Raw Material Assistance:** - NSIC- National Small Industries Corporation launched this scheme. The aim of this scheme is providing raw material to new entrepreneur.
- 5) **Infrastructure Development Scheme:** This scheme is launched for set-up new entrepreneur's own office or infrastructure and this scheme is launched by National Small Industries Corporation (NSIC) in the year....
- 6) **MSME Market Development Assistance:** - Office of the development Commissioner (MSME) has launched this scheme to help or support for the SMEs and small retailers for get more attention and international trade fairs and exhibitions.
- 7) **Credit Linked Capital Subsidy for Technology Up gradation:** - This scheme is also launched by MSME for support agri-startups to upgrade their existing machines and technologies.
- 8) **Atal Incubation Centers (AIC):** - AIC aims to promote innovation and entrepreneurship in India. Under this scheme approved start-up can get funding up to RS. 10 cores for a maximum



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period of 5 years.

- 9) **Bridge Loans Against MNRE Capital Subsidy:** This scheme has launched by Indian Renewable Energy Development Agency (IREDA), aim of this scheme is to promote start-up engaged in renewable energy ideas such as biomass power and small hydropower. Under this scheme up to 80% of fund (Project cost) provided by IREDA minimum amount shall be a 20 lakh.
- 10) **Credit Linked Capital Subsidy Technology Up-gradation Scheme (CICS-TUS):** -This scheme provide up gradation in technology to MSEs up-to15 % subsidy capital (Maximum Rs.



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15.048/00 lakhs). Some sector is under this schemes Food Processing (including Quarrying and Mining), General lights service, Information Technology (Hardware) etc.

Successful entrepreneurs in India and its contribution to Economic growth of India.

After the launched make in India scheme Foreign Direct Investment ration increases and in 2018-2019 FDI is 63% increases just behalf of last 55%. Startuptalk.com said that survey has found that 11% of Indian populations are engaged in “early stage of entrepreneurial activities”. However, only % population was actually able to establish their own start-up. In the year of 2019 top ten entrepreneurs, who growth the nations are as follows,

- 1) **Deep Kalra- Founder of MakeMyTrip:** - He introduced the concept of online train booking with the introduction of MakeMyTrip.com. in the August 2010 this company was listed in NASDAQ, after IRCTC introducing he introduced Hotel bookings also and this company has merge with MyGola, TrulyMadly etc.
- 2) **Byju Raveendram- Founder of Byju's:-** He is the person who gives the nation to online education. Byju's App helps thousands of students who struggled with mathematics, science, etc. subjects. This helps also those students who preparing the competitive exams such as JEE, NEET& UPSC. Under this some brilliant minds groups are teaching through the video lectures and tutorials. When the time of Byju's started is investment is Rs. 2 Lakh but now has grown to Rs. 3300 Crore.
- 3) **Ritesh Agrawal- Founder of OYO Rooms:** - He was founded OYO Rooms in 2015. He was re-launched Oravel as ‘OYO’ which has short for ‘ON YOUR OWN’. And become one of the most popular and successful young entrepreneurs in India.
- 4) **Shradha Sharma- Fonder of Your-story:** - Shradha found that most of the peoples are interested in the listening the stories but not the all peoples are listening the stories and she makes the stories interesting via the internet portal by the ear and she achieve her goal. When shardha started her business some stories but now 70000+ stories are leading her business by 100+ peoples and 11 local languages. She is most successful female entrepreneurs in India.
- 5) **Bhavesh Aggrwal- founder of Ola Cabs-**
- 6) **Vijay Shekhar Sharma- Founder of Paytm-** Vijay Shekhar is engineer and he is taking a huge risk and invest \$2 million and founded **One97**, parent company of Paytm. This gives the service transferring the money by the internet wallet, paying or receiving the money by scanning QR code, easy bill payment etc.
- 7) **Deepinder Goyal and Pankaj Chaddah- Founder of Zomato:** - is the company of Food Delivery in India. First this business started in Delhi as ‘Foodiebay’ and after later it was expanding his business at Mumbai and Kolkata and now today you can see in every nook and corner of the nation a boy who were red T-shirt. Now in 2018 this becomes Zomato Media Pvt. Ltd.
- 8) **Binny Bansal and Sachin Bansal- Founder of Flipkart:** - This is online shopping Website Company two engineers found this company. After some reasons these two partners are stepped down from their positions and Flipkart is acquired by Walmart in 2018.



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From the help those internet websites customers are searching and buying many more products via internet and it's good to commerce business. As we can say that India is the Fasted growing market in the world in E-commerce. In the updated of October 2019 IBEF says that E-Commerce is expected to increase from US\$ 39 billion in 2017 to US\$ 120 billion in 2020. During the 2018 to 2019 the online sales is to be increases 29% to 48%. The government also introduced the BHIM Mobile app for transferring or receiving the money.



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Conclusion: -

India is the one of the fastest growing economy in the world and its great achievement that India launched various schemes to provide funding to new entrepreneurs to leads the business of new ideas. Under this scheme Make in India is leading scheme there are number of entrepreneurs registered and success his business too. By the help of Digitalization schemes of India become boost to the self-employment in various sectors such as Automobile, Technology, Commerce, etc. There are so many schemes of government for providing funds as venture capital fund or support to the new entrepreneurs in India. Now a days so many peoples of India is surfing on net for buying any products that's become we say this is growth of E-commerce. Before the digitalization of India marketing strategy is door to door but now in days this become change by helping of internet and marketing strategy is change by online. There are so many apps launched by government for buying and selling the products via online. As we can said the nation culture also supports the online marketing in India. And this is good impact-able factor growing the Indian business in the world. As we can know that entrepreneurs are the person who takes the risk of high for establishing his business in the market. He is the innovative person who develops the nation.

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