

# Digital Entrepreneurship Towards Digital India

Varsha Birajdar<sup>1</sup>, Dr. S.H.Honnalli<sup>2</sup>

<sup>1</sup>Research Scholar Sharanbasveshwar College of Commerce, Kalaburagi.

<sup>2</sup>Dean, Faculty of Business Studies Sharnbasava University, Kalaburagi.

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## Abstract

Digital entrepreneurship plays a crucial role within the innovation system. The pandemic has as emerged more importance to digital entrepreneurship. Digital entrepreneurship modifies the working culture with the application of existing policies and influences the labor market, employment quality, and skill development. The processing, production, transportation, and sharing of various statistical data can be transferred with the support of digitalization. The connecting gap between virtual systems and real-world digital business provides numerous business opportunities to gain customers for their ventures by offering new and innovative products and services which promotes low cost by generating more revenue. Digital Rupee is a new form of money, which will give easier access, is less expensive, and makes payment faster. This article focused on describing the concept and identification of digital entrepreneurs and their contribution to the digitalization and economy. Digital entrepreneurs mix business, market knowledge, and community technological know- how to change typical commercial enterprise practices through digitalization.

**Keywords-** Digital Entrepreneurship, Digital Technology, Digital Economy, Digitalization,

## Introduction

Digital technology and entrepreneurship are of increasing importance in the global economy. Digital entrepreneurship is the creation and pursuit of business opportunities using technical frameworks and various information-communicating tools. Entrepreneurs are developing business ideas by utilizing the power of technology in which the world is experiencing continuous and extensive innovation. Through the use of social media platforms, business owners can introduce new products and services to consumers, and they can utilize artificial intelligence to assess the success and reach of their efforts.[1] The focus of digital entrepreneurship is on the development, application, and commercialization of applied digitalscience in the context of producing new commercial ventures. It is also important to know how entrepreneurship and digital technology must collaborate and influence one another.[2] Digitaltechnology implants value-generating substance by permitting neighborhood communal towards progress, collaborative innovation, and wider stakeholder involvement. Entrepreneurship could be a remedy to the world's most tenacious social and ecological difficulties, such as world warming and income inequality. [3] The digital economy, as per Deloitte (n.d.) is an area of an economy that results from millions of connections that the general public, businesses, devices, data, and processes have online. The connectivity or risingconnectivity of people, organizations, and technologies as a result of the Internet, cellular technology, and the Internet of things (IoT) is the foundation of the digital economy. The NewEconomy, Internet Economy or Web Economy are different terms that are used to describe thedigital economy. Digital entrepreneurs should be one of the growth factors for underdeveloped countries because the digital economy contributes significantly to the GDP of a developed nation. [4] The Digital economy is an innovation rather than a technology. The introduction of sustainable E-Commerce by digitalization has changed the relationship between business and customer in terms of influence. The main advantage for consumers is the availability of affordable goods and services because it is possible to compare prices with only one click. However, the only stakeholders in the framework who benefit from e-commerce are customers.The interactions between businesses and consumers as well as between business and other businesses grow as a more advanced and established model, and they deal

with a variety of issues, such as the social and environmental impact of goods and services offered online[5] Digital entrepreneurship is about creating a business on the internet, it's an activity of buying and selling products online without investing in physical space for business and allows an entrepreneur to work with great flexibility in daily routine.

Digital entrepreneurship become the resolution for many promoters, an area of activity increasingly invested in by the youth of the country. As per trend now companies are interested in investing in digital to improve their performance and their relationship with their customers. In a fewer time, people are accepting innovative, localized incorporated digital entrepreneurship as a fundamental operative approach with equal significance for creating sustainable, social-economical value. However, as per Bocken et al. (2014), eco-efficiency and eco-innovations are the results of sustainability in entrepreneurship.

## Objectives

1. To study Digital entrepreneurship and the progress of digital entrepreneurship in India.
2. To analyze the role of Digital entrepreneurship in Digitalised Economy
3. To study the challenges of digital entrepreneurship and provide suggestions on the challenges.

## Literature Review

According to Avotra et al., digital transformation has occurred gradually and is being passed by three distinct waves of technical change and innovation. The adoption and arrangement of technology such as information management systems, reporting and monitoring frameworks for business performance, broadband, and voice telecommunications, along with fixed and mobile, enabled the 1<sup>st</sup> wave of digitization. These technological advancements have made it easier to access records remotely. The 2<sup>nd</sup> wave permitted enormous opportunities for internet dot coms to link consumers and organizations at an innovative stage for purchasing, selling, and allocating services. As a result, 2<sup>nd</sup> wave gave way to 3<sup>rd</sup> wave which involved more sophisticated technologies like the internet of things (IoT), artificial intelligence, robotics, and sensors this advanced development enhanced data processing, automating routine tasks carried out by enterprises and governments and increasing the efficiency of organizational decision making.[5] "Stakeholders and businesses work together to create an innovation-driven environment in an entrepreneurial ecosystem. Through the use of digital technologies, organizations can overcome market uncertainties through the usage of entrepreneurial processes and results. Traders and investors from a variety of economic and social sectors are involved in this emerging phenomenon of digital entrepreneurship, they have converted from traditional to modernized techniques. Any economic system's capacity for entrepreneurship depends on its entrepreneurial culture, methods, and behavior as well as on a supportive modern ecosystem that includes collaboration across the public sector, private sector, non-profit institutions, and academic institutions." [6] Many nations, including the EU member states, consider digital entrepreneurship as a cornerstone for economic growth, employment generation, and innovation. The digital economy can improve societal well-being, income, and productivity.

## Methodology

This research is mainly expressive in nature, data have been used utilized from various distributed sources like books, diaries, papers, magazines, sites, and the internet.

## Digital rupee towards digital transmission- Digital form of Fiat currency

RBI characterizes Central Bank Digital Currency (CBDC) as an advanced form of legal tender of Digital form issued by a national bank. The Reserve Bank of India (RBI) reported on 1 November 2022, it will start exploratory use of the Digital Rupee in definite use.

RBI defines the 9 banks include The State Bank of India, ICICI Bank, Bank of Baroda, Union Bank of India, HDFC Bank, Kotak Mahindra Bank, Yes Bank, IDFC First Bank, and HSBC. They repeatedly expressed their opposition to private digital currencies, proposing to the public authority in the month of October of last year to extend the

paper rupee to incorporate computerised cash. Associated Finance Minister Nirmala Sitharaman prior reported that the RBI will introduce a CBDC in 2022-23, which is the principal official proclamation from the Union government on the anticipated DC inauguration. As indicated by the FM, this will boost the digital economy and will be based on blockchain technology. The Reserve Bank of India characterizes Central Bank Digital Currency (CBDC) as a digital form of legitimate tender given by a national bank. This is a digital form of fiat currency, i.e. The Indian Rupee. Thus, it may be traded for fiat currency one-for-one.

CBDC has the advantage that digital currencies and cryptocurrencies can never be truly harmed or lost. It will support for a lifetime. The digital rupee will oversee by a focal power, diminishing the unpredictability and danger related to other monetary forms like Bitcoin

The RBI has repeatedly expressed concerns about private cryptocurrencies such as Bitcoin, Ether, and more for money laundering, terror financing, and tax evasion. The introduction of its own CBDC has been viewed as a means of bridging the benefits and risks of digital currency.

## Contribution of digitalization to Economy

The influence of technology on various enterprises is probable, Businesses can invest in the digitization of their operation of new technologies into their business models or they can accept the requirement of a developing market and dynamic business environment.

Indian start-ups were forced to change their commercial strategies in a pandemic situation to stay afloat, endure the current crisis, and ultimately become more superior and resilient.

The increased use of smartphones and internet users has assisted India in the transition to a digital economy. India is expected to have over 900 million internet users by 2025 from 622 million in 2022, due to reasonable smartphones and data pricing., the Indian financial system experience an additional rise in demand for digital services and applications by 5G services anticipated in 2022.[9] The 77 percent of founders said they trust the generation of digital and tech-reliant start-ups more than businesses launched before the pandemic. During the pandemic, businesses had to meet their customers and employees online.

According to Global Entrepreneurship Monitor (GEM) India Report (21-22), India's business condition prolonged drastically after 2021 due to some contrary economic signals. The main headlines in entrepreneurship i.e., TEA (Total early-stage Entrepreneurial Activity) and EBO (Enterprise Business Object) together increased after the 2020 performance. The TEA rate of India increased to 14.4% in 2021 from 5.3% in 2020, although the rate of EBO enlarged to 8.5%- 5.9% in 2020. This expansion is consistent with data showing a sharp increase in India's entrepreneurial activities. The Department for Promotion of Industry and Internal Trade (DPIIT) of India. Reported over 20,000 new start-up enterprises in the year between April 2020 and 2021 which is almost equal to 30,000 total start-ups recorded by the DPIIT in the previous four-year from 2016 to 2020.[11]

## Growth of Digital Entrepreneurship in India

As per the Department of Commerce, the Government of India acknowledged that GeM (Government E-Marketplace) provided massive market entry to seller groups like MSEs, Women SHGs, and start-ups. In 2022 there are more than 39 lakh vendors and service providers registered on the GeM portal, and all-out of them are Medium and Small Enterprises (MSEs), this proves the growing digital entrepreneurship in the country. Russian revolutionary Vladimir Lenin says about the current digitalization of entrepreneurship in India "There are decades where nothing happens, and there are months when decades happen"

It has been seven years since demonetization and the Digital India Movement has introduced from that moment digital technology reach and transformation of the world's second-largest populated Country. There is a continuously increasing graph displaying the development of the Digital Economy and the predominant issue for that is Businesses going Digital and becoming Digital businesses. In the ultimate 7 Years, the Initiative taken using the National Democratic Alliance (NDA) government to enhance digitalization was once majorly generic using some sectors like food, Shopping, and transport. The acceptance of digitalization has not only given Indian businesses a new flourishing but it gave an advantage to foreign groups to have stability in the Indian Market.

Governments are making essential incentives and schemes to promote digitalization and for this reason, encourage e-commerce increase in India. Though Since 2014 authorities of India have announced several schemes i.e. Digital India Make in India, Start-up India, and Skill India The appropriate functioning of an advantageous implementation of this program will undoubtedly boost the growth and increase the trend of e-commerce in India. A sturdy and supportive monitoring environment makes digital commercial enterprises effortless to handle, market entry is smoothed by a robust and dynamic supply and demand for digital technology.

According to the Statista Research Department report increase in the online industry in India “The growth in the dimensions because of online shopping could be accredited growth in the market dimension of internet commerce, in India 100 percent FDI flows into e-commerce and growing digital shoppers by helping national authorities. The market measures the online commerce industry is estimated to achieve 200 billion - U.S. dollars by 2027, a huge soar from 2014. Additionally, since 2014 the variety number of digital shoppers in American countries increased. In 2020, the value of mobile retail e-commerce will have significantly changed because of affordable mobile internet, mostly provided by Reliance’s Jio. With the increasing net user base and encouraging market conditions, India’s e-commerce industry is growing rate, the market cost of the e-commerce industry in India was over 22 billion dollars in 2018. by 2030.

Increasing progress in the e-commerce trade is attributed to quite a few reasons. Digitizing the economy and supplying inexpensive web to the human being are a few of the many motives that increased digital income increase in India. In India, it is predicted that e-commerce sales will rise by 25% in 2018. However, it was once predicted that the growth rate will experience a modest decline in 2022. The average retail e-commerce revenue gathered per person in 2018 was more than 50 dollars. By 2024, it was predicted to reach 75 dollars.

### Challenges and Opportunities of Digital Entrepreneurship

The nation can either be an impediment to digital business by forcing guidelines and rules or a supporter by offering to provide monetary support. The government ought to economically help a particular age or gender group. For instance, in industrialized countries, the government can organize events for a particular demographic group.

The firm’s structure and IT infrastructures are taken into account for the improvement of computerised technologies in organisations. Various Companies are making an exchange to digitalization due to economic shortages, and excessive costs on the human source (in digital technologies) like recruitment, it has created a barrier for companies to cross into the digital organisation systems technology and will restrict the corporation’s feasibility to enlarge and grow. Sometimes new thoughts no longer are ordinarily utilizing the way of consumers, then no revenue should be produced because it will result in consumer resistance. This has an impact on what can be carried out through digitalization and will now not be profitable if shoppers rejected the new or progressive merchandise and/or services. Market modifications are usually unpredictable factors which is additionally a challenge for firms. The decision-making processes of marketers can be impacted by inaccurate projections and forecasting. Unpredictable risks like changed government policy that restricts products and services that may also favor being sold on digital platforms, authorities’ intervention in markets by imposing new tax recommendations on digital platforms, the global monetary crisis, and customs new regulations and rules from customs that some goods from being distributed or imported have formed the limitations for dealers and producers to contain in digital entrepreneurship platforms.

Challenges	Opportunities
Lack of access to the necessary monetary fund, as a result of insufficiency of project capital markets and “business angels”	As a foundation for social, and financial resources, the family

Deficiency of guidelines and rules that shield and provision digital entrepreneurs and e-commerce	Personal networks as a foundation of social and human capital
Weak digital infrastructure facilities	The rise in the number of net users
Lack of seasoned and technologically skilled labor resources	skills development learnings like technical skills, digital marketing, etc
Lack of online reimbursement systems	Selling niche products and services as per the needs of consumers
Cultural changes between aim public in developing nations	N-A
Inadequate institutional framework	N-A

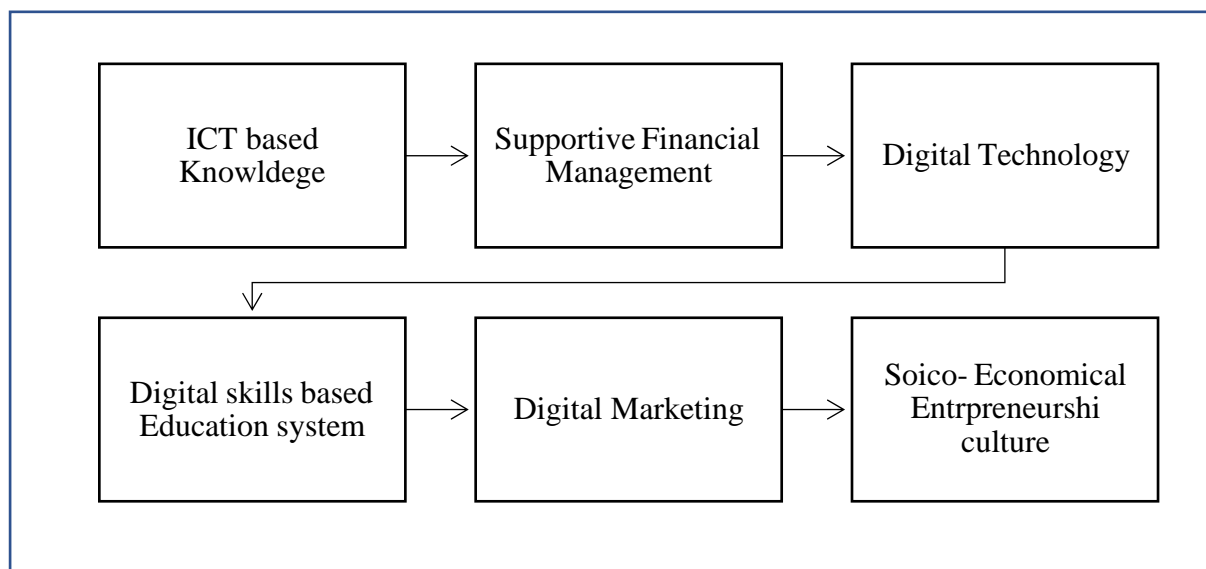
**Figure 1 - Challenges and Opportunities of Digital Entrepreneurship**Source [1]

### Suggestions and Findings

- Encourage funding by the public and private sectors.
- Educating the digital infrastructure like 5G Internet services, and legalization of Digital Signature.
- Reforms protecting rules for digital entrepreneurs.
- Enlightening digital skills through education.
- Producing new and innovative content and market offering.
- Provide equal opportunities.

Digital entrepreneurship requires a range of abilities and skills, from technical to managerial to risk taking risk-taking, and innovative an entrepreneurial culture. Hence, governments frame protective laws towards digital business and complete the gap between digital innovations and practical knowledge, by providing education on technical skills, digital marketing, marketing management, etc. with the use of digital infrastructure, digital entrepreneurs might choose areas with relatively faster internet and build their enterprises their areas, or spend extra to install for implanting faster Internet, like 5G.

### Key Factors to support Digital entrepreneurship for Digital growth



**Figure 2 – Key Factors of Digital entrepreneurship(Source – Self Development)**

The digital enterprise differs from traditional firms, in that pursues its product and services with the aid of marketing and distribution operations, relies on alternative business models, and depends upon digital technology. Developments in digitization and ICTs are varying in the environment of business. Competencies, infrastructure, and elements of the corporate environment all act as roadblocks to digital entrepreneurship. Access to affordable, consistent, high-speed internet infrastructure continues to be an issue in many parts of the world. To facilitate the launch of online services and apps, it is critical to develop a knowledgeable and competitive digital enterprise environment and address digital entrepreneurship circumstances.

The framework of key factors aims to boost the digital revolution, help to finance and enhance digital investments, improve commercialization and ICT area, support the digital infrastructure, governing framework with progress effortlessness of doing business; short-term programs for developing e-leadership skills over schooling and drill to create a supportive way of life.

## Conclusion

Digital technology offers excessive opportunities for enterprises. The adoption of digital technology by businesses, governments, and people provides the foundation for the expansion of the digital economy and entrepreneurship. Governments should prioritize encouraging small and medium enterprises to implement modern digital knowledge in their everyday operations to achieve monetary benefits. Creating digital markets and advancing digitization can have substantial positive economic factors also positive social effects for communities and societies. Digitization has the potential to boost productivity, create new jobs, and improve society's quality of life. Traditional businesses must work to transform their current goods, services, and enterprise models into digital ones. On the other hand, the government should work harder and longer to improve the policy frameworks, technical skills, development programs, and technical skills, as well as to make it easier to access funding for initiatives that support entrepreneurship in the digital economy. These initiatives aim to boost competition, attract investment, and generate employment in this quickly expanding economic sector. Neither freshly founded businesses nor ICT businesses are the only ones adopting new technologies. Technologies should be used by established, regular enterprises to digitally drastically alter all aspects of their operations. Entrepreneurs who refuse to undergo the change process risk losing their Entrepreneurs should focus on technology, innovation, and risk in the market fluctuations and also in consumers' rapidly changing trends. This will be not only beneficial to the newcomer entrepreneur but also the government and society.

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