

Yogoda Satsanga Mahavidyalaya
Department of Commerce
Semester IV

Paper Name: Entrepreneurship
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Unit I:
Topic: Dimensions of Entrepreneurship

INTRAPRENEURSHIP

Intrapreneurship refers to the practice of employees within a company behaving like entrepreneurs, taking risks, and initiating innovative projects or ventures within the organizational structure. Intrapreneurs have the freedom to explore new ideas and drive change within their company while using the resources and support available to them.

Illustration

Tata Nano - The Tata Nano project is a classic example of intrapreneurship in India. Ratan Tata, the Chairman of Tata Motors, encouraged a team of engineers and designers to develop the world's most affordable car. The team worked within the company's framework, with access to its resources, but had the autonomy to create a disruptive product that brought about a revolution in the automobile industry.

TECHNOPRENEURSHIP

Technopreneurship is about leveraging technology and innovation to create and develop new businesses, products, or services that solve problems and address market needs. Technopreneurs are driven by technology and are often at the forefront of digital disruption.

Illustration

Paytm - Founded by Vijay Shekhar Sharma, Paytm started as a mobile recharge and bill payment platform in India. It rapidly evolved into a digital wallet and financial services platform, utilizing technology to cater to India's growing digital economy and facilitating cashless transactions.

CULTURAL ENTREPRENEURSHIP

Cultural entrepreneurship involves promoting and preserving cultural heritage, arts, and crafts while generating economic value from these activities. Cultural entrepreneurs seek to blend tradition with innovation to create sustainable businesses centered around cultural elements.

Illustration

Fabindia - Fabindia is a well-known Indian retail brand that focuses on promoting traditional Indian crafts and textiles. They collaborate with skilled artisans across rural India to produce a wide range of products, including clothing, home furnishings, and personal care items, incorporating the richness of Indian heritage into contemporary designs.

SOCIAL ENTREPRENEURSHIP

Social entrepreneurship aims to address social or environmental challenges through entrepreneurial principles, offering innovative and sustainable solutions that have a positive impact on society.

Illustration

SELCO India - SELCO India, founded by Harish Hande, is a social enterprise that provides solar energy solutions to underserved communities in India. They offer affordable solar products, such as solar lamps and panels, to rural areas and low-income households, improving access to clean and renewable energy.

ECOPRENEURSHIP

Ecopreneurship, also known as green entrepreneurship, involves developing and promoting environmentally friendly products, services, or business practices that contribute to sustainability and conservation of natural resources.

Illustration

Banyan Nation - Banyan Nation is a startup based in Hyderabad, India, that specializes in recycling plastic waste. They have developed innovative recycling technologies and processes that help convert plastic waste into high-quality recycled plastic raw materials, contributing to a cleaner environment and sustainable plastic usage.

These examples showcase how different entrepreneurial approaches have been applied in various sectors in India to create innovative solutions and contribute to economic, social, and environmental development

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