

ENTREPRENEURSHIP DEVELOPMENT AND STARTUPS

DIPLOMA WALLAH NAME TO SUNA HI HOGA

 *Entrepreneurship & Startup – Unit 1: Understanding Entrepreneurship and the Entrepreneurial Mindset*

UNIT 1 – Understanding Entrepreneurship and the Entrepreneurial Mindset

Week 1: What is Entrepreneurship? The Journey Begins

1. Meaning of Entrepreneurship

Entrepreneurship simply means **starting and managing your own business** with the goal of solving problems, creating value, and earning profit.

An **entrepreneur** is a person who:

- Thinks of a new idea,
- Arranges money and people (resources),
- Takes risk,
- And finally builds something useful for society.

In short:

Entrepreneurship = Idea + Action + Risk + Value Creation

Example:

If a student of JUT sees that farmers in Jharkhand face problems in irrigation and he creates a low-cost solar pump — that's entrepreneurship.

2. Important Related Terms

A. Innovation

Innovation means *doing something new or doing old things in a new way*. It can be a new product, process, or even a creative service.

Example:

Using waste plastic to make road materials (as done by Indian engineers).

B. Intrapreneurship

When a person works *inside a company* but behaves like an entrepreneur — taking responsibility for new ideas and improvements — it's called **intrapreneurship**.

Example:

An employee at Google created Gmail as part of an internal innovation project.

3. Myths About Entrepreneurs

✗ Myth	✓ Reality
Entrepreneurs are born, not made.	Entrepreneurship can be learned through education, experience, and practice.
You need a lot of money to start.	Many businesses start small — idea is more important than money.
Entrepreneurs never fail.	Failure is a part of learning — many successful founders failed first.
Entrepreneurs work alone.	Every successful entrepreneur has a team and mentors .
You need a totally new idea.	Even improving an existing idea counts as innovation .

4. Role of Entrepreneurship in Economic Development

Entrepreneurs play a **vital role** in building both the local and national economy.

A. Local Level Benefits

- Creates **jobs** for youth in nearby areas.
- Promotes **self-employment** and reduces unemployment.
- Encourages **use of local raw materials and skills**.
- Improves **standard of living** in villages and towns.

B. National and Global Level Benefits

- Brings **innovation and new technologies**.
- Increases **GDP** (Gross Domestic Product).
- Promotes **exports** and earns foreign exchange.
- Builds **international business connections**.

⚙ In simple words:

Entrepreneurs are the “**job creators**,” not “job seekers.” They make society more active, innovative, and financially strong.

5. Types of Entrepreneurship

Type	Meaning	Example
Lifestyle Entrepreneurship	When someone starts a business based on passion or hobby.	A photographer or travel blogger.
Scalable Entrepreneurship	Business that can grow rapidly and attract investors.	Ola, Paytm, Zomato.
Social Entrepreneurship	Aims to solve social problems while earning modest income.	NGOs like “Goonj”, “Akshaya Patra”.

Tech Entrepreneurship	Uses technology to innovate and serve people.	Flipkart, Byju's, PhonePe.
Side-Hustle Entrepreneurship	Small business run part-time with study or job.	Selling handmade soaps online.

6. JUT's Entrepreneurial Ecosystem

Jharkhand University of Technology (JUT) supports students who want to become entrepreneurs through:

- **Innovation & Incubation Cells:**
Help students turn projects into startups.
- **Workshops & Bootcamps:**
Training on idea development, marketing, and business planning.
- **Industry Linkages:**
JUT connects students with local MSMEs (small industries).
- **Mentorship Programs:**
Senior entrepreneurs guide students practically.
- **Startup Events:**
Idea competitions, Hackathons, and Startup Mela to showcase innovations.

7. Local Success Stories

1. **Ravi Kumar (Ranchi):**
Diploma student from Government Polytechnic created solar street light systems for rural Jharkhand – now supplies to panchayats.
2. **Sagar Sangam (Jamshedpur):**
Started a handmade jewelry business during college; sells via Instagram.

3. **Ankit Yadav (Dhanbad):**

Created an affordable water purifier for villages — won district innovation award.

These examples show that entrepreneurship is not about big cities — it can begin from your classroom!

Perfect bhai 🙌 samajh gaya!

Ab mai **Unit 1 – Week 2** ke notes likhta hoon **teacher-style**, jaise aap “Diploma Wallah” website pe upload karna chahte ho.

👉 Format hoga:

- **Every topic properly defined**
 - **Each point (10 key points) explained clearly**
 - **Hinglish short meaning** brackets me likha hoga
 - **Real-life Jharkhand examples** include honge
 - **Easy understandable language (college-level)**
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🧠 **Unit 1 – Week 2: The Entrepreneurial Mindset & Traits of Successful Entrepreneurs (NOTES BY DIPLOMA WALLAH)**

🌟 **1. Key Entrepreneurial Characteristics**

Entrepreneurs have some special qualities (gun) that make them different from others.

These characteristics help them start, grow, and sustain their business successfully.

💖 **1. Passion (Junoon / Utsah)**

Definition:

Passion means having a deep love and enthusiasm for your work.

Entrepreneurs are driven by their strong desire to achieve their goals, not just to earn money.

(Work ke liye andar se junoon hona hi passion hai.)

Example (Jharkhand):

Ranchi ki *Priyanka Bharti* ne “Handmade Jharkhand” brand shuru kiya jahan tribal women ke handmade items online beche jaate hain. Unka passion tha “local art ko global level tak pahuchana”.

10 Key Points of Passion (Explained):

1. **Motivation:** Passion keeps you excited to work daily. (Roz kaam karne ka utsah deta hai)
2. **Energy:** You stay energetic even in challenges. (Mushkilon me bhi energy milti hai)
3. **Focus:** It helps you stay focused on goals. (Dhyaan ek jagah banaye rakhta hai)
4. **Persistence:** Passion pushes you to never give up. (Kabhi haar nahi maante)
5. **Leadership:** Passion inspires your team. (Team ko inspire karta hai)
6. **Innovation:** Passionate people bring new ideas. (Naye ideas laate hain)
7. **Confidence:** Builds self-belief. (Apne upar bharosa badhta hai)
8. **Long-term vision:** Keeps you connected with your dreams. (Sapnon se juda rakhta hai)
9. **Commitment:** You stay loyal to your mission. (Apne mission ke prati wafadar)
10. **Happiness:** You feel joy in your work. (Kaam me khushi milti hai)

2. Resilience (Dhairya / Wapas uthne ki taqat)

Definition:

Resilience means the power to recover quickly after failure or difficulty.

Entrepreneurs face many ups and downs but never stop trying.
(Fail hone ke baad bhi dobara uth kar chalna hi resilience hai.)

Example (Jharkhand):

Dhanbad ke *Sandeep Kumar* ka pehla startup “GreenCycle” fail hua, lekin unhone eco-friendly delivery service dobara start ki aur aaj profit me hain.

10 Key Points of Resilience (Explained):

1. **Never Give Up:** Keep trying again. (Kabhi give up nahi karte)
2. **Positive Thinking:** Always stay hopeful. (Hamesha umeed banaye rakhte hain)
3. **Learning from Failure:** Take lessons from mistakes. (Galtiyan se seekhte hain)
4. **Emotional Strength:** Stay calm in stress. (Tension me shaant rehte hain)
5. **Problem-Solving:** Find new ways to fix issues. (Har problem ka solution dhoondte hain)
6. **Patience:** Success needs time. (Dharya se kaam karte hain)
7. **Adaptability:** Adjust to new situations. (Naye halat me khud ko badalte hain)
8. **Self-Belief:** Trust your abilities. (Apne upar vishwas rakhte hain)
9. **Hard Work:** Work continuously without losing hope. (Mehnat karte rehte hain)
10. **Optimism:** See failure as a new start. (Har failure ko nayi shuruaat samajhte hain)

 3. Adaptability (Badlav ke sath dhalne ki kshamta)

Definition:

Adaptability means the ability to change your plans or ideas according to new market or customer needs.

(Samay ke hisaab se apna plan badalna hi adaptability hai.)

Example (Jharkhand):

Jamshedpur ke *Amit Oraon* ne lockdown ke dauran offline tuition se “Oraon E-Learning” online app banakar apna business continue rakha.

10 Key Points of Adaptability (Explained):

1. **Open-mindedness:** Accept new ideas. (Naye ideas ko apnaate hain)
2. **Flexibility:** Change plans as needed. (Plans ko badal sakte hain)
3. **Quick Decision:** Take fast actions. (Tez decision lete hain)
4. **Market Awareness:** Understand trends. (Market ke trends pe nazar rakhte hain)
5. **Customer Focus:** Listen to feedback. (Customer ke feedback ko maante hain)
6. **Innovation:** Create new solutions. (Naye solutions banate hain)
7. **Learning:** Keep learning skills. (Naye skills seekhte rehte hain)
8. **Technology Use:** Use digital tools. (Technology ka use karte hain)
9. **Team Adjustment:** Train your staff for change. (Team ko badlav ke liye tayyar karte hain)
10. **Crisis Handling:** Stay calm in unexpected times. (Mushkil me shaant rehte hain)

4. Creativity (Nayi soch / Rachnatmakta)

Definition:

Creativity means using imagination and originality to make new ideas, products, or solutions.

(Soch me nayaapan lana hi creativity hai.)

Example (Jharkhand):

Hazaribagh ke *Manish Munda* ne bamboo se eco-friendly bottles banana shuru kiya — local resources ka creative use kiya.

10 Key Points of Creativity (Explained):

1. **Imagination:** Think of new ideas. (Naye ideas sochna)

2. **Curiosity:** Ask “why” and “how”. (Har cheez me jaanne ki ichha)
 3. **Innovation:** Turn ideas into action. (Idea ko kaam me lana)
 4. **Problem Identification:** Notice gaps in society. (Samaj me problem dekhna)
 5. **Experimentation:** Try new methods. (Naye tareeke azmana)
 6. **Observation:** Learn from daily life. (Roz ke jeevan se seekhna)
 7. **Artistic Thinking:** Mix art with business. (Art aur business ka mel)
 8. **Resource Use:** Use what’s available creatively. (Jo hai, uska sahi use karna)
 9. **Open Mind:** Accept feedback and new views. (Feedback ko accept karna)
 10. **Continuous Improvement:** Always enhance your idea. (Idea ko better banana)
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5. Risk-Taking (Jokhim lena – soch samajhkar)

Definition:

Risk-taking is the courage to start something new even with uncertainty – but with proper planning.

(Soch samajhkar jokhim lena hi real entrepreneurship hai.)

Example (Jharkhand):

Bokaro ki *Nisha Singh* ne government job chhodkar organic farming start ki. Risk liya par plan banakar, aur aaj exporter ban gayi hain.

10 Key Points of Risk-Taking (Explained):

1. **Analysis:** Study before taking risk. (Risk lene se pehle samajhna)
2. **Planning:** Have a backup plan. (Backup plan tayyar rakhna)
3. **Decision Making:** Take firm decisions. (Mazboot faisla lena)
4. **Market Study:** Know your audience. (Market ko samajhna)
5. **Courage:** Be brave to face results. (Nateeje ka saamna karna)

6. **Financial Awareness:** Manage money smartly. (Paisa samajhkar lagana)
 7. **Learning:** Learn from failed risks. (Fail hone par seekhna)
 8. **Confidence:** Believe in your idea. (Apne idea pe vishwas rakhna)
 9. **Team Support:** Involve others wisely. (Team se salah lena)
 10. **Balance:** Avoid over-risking. (Zyada jokhim se bachna)
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❁ 6. Problem-Solving (Samasyayein door karne ki kala)

Definition:

Problem-solving means identifying issues and finding effective solutions.

(Jo har samasya me mauka dekhta hai, wahi entrepreneur hota hai.)

Example (Jharkhand):

Ranchi ke *Ankit Mahato* ne "EcoBin Jharkhand" project shuru karke waste management ka solution diya.

10 Key Points of Problem Solving (Explained):

1. **Problem Identification:** Spot the issue. (Problem ko pehchanna)
2. **Root Cause Analysis:** Understand the reason. (Problem ka asli karan dhoondhna)
3. **Creative Thinking:** Find new ways to solve. (Naye tareeke dhoondhna)
4. **Decision Making:** Choose best option. (Sahi option chunna)
5. **Collaboration:** Take help from others. (Dusron se salah lena)
6. **Testing Solutions:** Check if it works. (Solution test karna)
7. **Feedback Collection:** Ask users' views. (Feedback lena)
8. **Flexibility:** Change method if needed. (Zarurat ho to tareeka badalna)
9. **Result Evaluation:** Check results clearly. (Parinaam ko evaluate karna)

10. **Improvement:** Make it better next time. (Agli baar aur behtar banana)

🧠 2. Growth Mindset vs Fixed Mindset (10 Major Differences)

No.	Growth Mindset (Vikas Soch)	Fixed Mindset (Sthir Soch)
1	Skills improve with practice (Mehnat se badhti hain)	Skills are fixed (Jo hai wahi rahega)
2	Failure is a lesson (Asafalta se seekhte hain)	Failure is shameful (Asafalta se darte hain)
3	Loves challenges (Challenge lena pasand)	Avoids challenges (Challenge se bachta hai)
4	Takes feedback positively (Feedback se sudharte hain)	Ignores feedback (Salah nahi sunte)
5	Inspired by others' success (Dusron ki safalta se seekhte hain)	Feels jealous (Dusron se jalan hoti hai)
6	Focuses on learning (Seekhne pe dhyaan)	Focuses only on result (Sirf result pe dhyaan)
7	Believes in hard work (Mehnat pe vishwas)	Believes in talent only (Sirf kismet pe bharosa)
8	Adapts to change (Badlav ko apnata hai)	Fears change (Change se ghabrata hai)
9	Motivated by struggle (Sangharsh me energy milti hai)	Demotivated by struggle (Sangharsh se toot jaata hai)
10	Says "I can improve"	Says "I can't do this"

Example:

JUT ke *Rohit Kumar* ne first startup fail hone ke baad bhi improve karke next hackathon me win kiya – **Growth Mindset** ka perfect example hai.

💡 3. Identifying Personal Strengths and Weaknesses

Definition:

Understanding your strengths (majbootiyan) and weaknesses (kamjoriyan) helps you choose the right business path.

Steps:

1. Take personality/self-assessment quiz.
2. Ask mentors or teachers for feedback.
3. Analyze your habits and interests.
4. Observe what work you enjoy the most.
5. Note where you struggle or lose focus.

Example:

Agar kisi student ko communication strong lagta hai, wo marketing startup me successful ho sakta hai.

 4. Importance of Networking and Mentorship**Definition:**

Networking means building relationships with people who can support your business.

Mentorship means learning from experienced guides.

10 Key Points of Networking & Mentorship (Explained):

1. **Guidance:** Mentors give expert advice. (Salah milti hai)
2. **Learning:** Gain real experience. (Anubhav milta hai)
3. **Connections:** Meet investors and partners. (Naye log milte hain)
4. **Opportunities:** Find business chances. (Naye mauke milte hain)
5. **Support:** Emotional and mental strength. (Sahayata milti hai)
6. **Motivation:** Stay inspired. (Prerna milti hai)
7. **Knowledge:** Learn market trends. (Market ke naye trend pata chalte hain)
8. **Growth:** Helps in faster progress. (Tezi se vikas hota hai)

9. **Reputation:** Builds trust in your brand. (Aapke business ka naam badhta hai)
10. **Community:** Creates a helpful circle. (Supportive community banti hai)

Example:

Ranchi Startup Hub ke mentors ne *Craft Village Jharkhand* jaisa local business ko grow karne me madad ki – mentorship ka real fayda.

 5. Activity: Self-Assessment – “Are You Ready for Entrepreneurship?”

Answer these honestly:

1. Do you enjoy solving problems?
2. Can you take responsibility for results?
3. Are you ready to take risks?
4. Can you work under pressure?
5. Do you believe in learning and improving?

 If your majority answers are *Yes*, you already have the **Entrepreneurial Mindset!**
