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Emerging idea of startup venture in Indian society: Departure from mega industrial setup

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Abstract

The sociological analysis of growing economic structures, perhaps indicate the future trends of a society which has witnessed, massive industrial growth in post-independence era and still trending on the same path. However this paper endeavours to delineate the comparative analysis of a society which has been historically known for cottage industries, domestic economic micro setups, handicrafts and other novel small scale productions, which have been the occupational basis of a large population. However with the advent of Colonial powers and draining of resources, as well as Industrial revolution of 18th and 19th century began the rooting of Industries and uprooting the indigenous small scale setup of production. The rural economic structure of a predominantly agrarian society shifted to Industrial society.

Keywords: Economic structures, colonial power, capital intensive, industrial, post industrial

Introduction

The industrial establishment has been capital intensive and required massive human resource. The profitability in big settlements allured and attracted the youths of every society, hence losing the touch with innovations as well as with the traditional manufacturing artifacts. The postindustrial era alarmed the economically progressive society, when the big industrial houses collapsed, many became jobless hence consequently unemployment has been the main problem of every economically growing society. The paper bring forth the challenges posed by the Industrial society and how with the encouragement to the revolutionizing idea of startups would envisage the new economic growth of Indian society and also induce the culture of innovation, self-reliance, self-employment, vehemently addressing the issue of unemployment.

Review of literature

The Economic crisis of 1991 in India forced the then Government to open the door for foreign investment and go for revolutionary economic reforms (Nayyar, 2016) ^[13]. The reforms opened way for foreign investment in India. The market got open for investment of private companies which essentially belonged to public sector. Export and import became easy and there was increase in employment opportunities. Reviewing the economic crisis of India force us to review the History of Industrial set up. August Comte the French Social Scientist and Father of Sociology, observed the critical phase which was going on in Europe and drew the evolutionary sequence of human society. (Abraham & Morgan: 2005:7-9). He gave Law of Three Stages and in precise mentions the scientific stage or Positive Stage which is called Modern Industrial Society. The setting of Industries in England brought Industrial revolution which began in later half of 18th century (Allen:2009:135-136) ^[11]. Allen in his book mentions about the existing pre industrial economy in Britain before the advent of Industrial revolution in the country, which later on subsumed whole of Europe.

Emergence of Study

There has been a widespread phenomenon against the Chinese products over flooded in Indian market. The cheap price and easy availability attracts the consumers from all economic strata to buy Chinese products. Since most of the counties of developed world has outsourced manufacturing to China has consequently pestered the buyers to buy these products.

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Nevertheless, the presence of Chinese products in the market has endangered small and cottage industries of India; as a consequence we are turning out to be buyers only not manufactures and sellers. These alarming conditions have made a need to review Indian Industries and boost to startup ventures in India. The Government of India has launched campaign, which appeared in Prime Minister Speech on 15th August 2015 (Indian Express: 2015) ^[17] and the event was inaugurated by the Finance Minister in January 2016.

Methodology

The paper intends to explore the potentials of small manufacturing set ups in the form of start up to boost Indian Economy which would in turn strengthen the socio economic condition of people who are struggling to achieve descent life style. The paper is based on secondary sources and is a theoretical, analytical paper analyzing the historicity of pre-industrial India and the present scenario of the society which is undergoing several reforms post economic crisis of 1991. The descriptive and exploratory research design has been use to conceptualize and evaluate the plans, policies and theories which are indicating the need to establish and encourage entrepreneurship and small ventures. The paper critically examines the economic society of all the eras which prevailed in Indian society.

Objective of the Study

The backdrop in which this paper has been developed is the course of historical event which the societies of the world have witnessed. The upheavals, distress and economic progress which occurred in various time intervals has provided the objective and reason to analyze the need of startups and small economic ventures through which a large populous society like India can sustain.

The Historical Sequence of Economic Societies in India

Ancient India: The Ancient Indian Tradition had a rich tradition of small scale industries, cottage industries, which flourished and large population was engaged in these activities. Mentioned in 'Rig Veda' (Manohar: 1897:9) ^[11].....art of weaving, construction of carts, chariots, boats, ships, carpentry progressed. Use of gold, silver, iron and other metals have been known. There was manufacturing of arms and accoutrements, battle axes, quivers and arrows. The mansion with 1000 pillars, stone built towers, iron towers etc were built. In 'Yajur Veda' (Manohar: 1897:10) ^[11]. There were professions like carpenter, jewelers, cultivators, arrow maker, goldsmith etc. Murli Manohar and Asaf Nawaz Want on the "Industries in Ancient India" mention the rich industrial tradition. They further mention from the excerpts from the writings of Megasthenes about the art, architecture etc. In Megasthenes words –"were skilled in the art as might be expected of men, who inhale pure air and drink the finest water" (Manohar: 1897) ^[11]. It is cited from the writings of Huen Tsang that there was copper statue of 'Maheswara' 100ft high (Manohar: 1897) ^[11].

Medieval India: The ancient tradition of craftsmanship and architecture either got destroyed or new type got established. This period witnessed Persian influence in textile and motif designs. Kashmir and Bengal was the centre of silk weaving. Textile industry was the largest Industry which grew during the time of Mughals and had a

huge European market. There were also construction of many spectacular monuments and buildings like Hawa Mahal, Qutub Minar, Fatehpur Sikri, Taj Mahal, many forts etc.

Modern India: With the advent of East India Company to India and establishment of Colonial rule the cottage industries and small scale industries in India declined or got completely ruined, as all the raw material was exported to Britain for the large mechanized textile industries. The rapid pace of Industrialization in Europe and improved transportation furthered the exploitation of the countries which were being ruled by the Britishers. In the post-independence era it was the need of the country for rapid industrialization. In five year plans impetus was on the establishment of Industrial cities & towns. These cities got overcrowded with the migrant rural population, who abandoned their traditional occupations and toiled for the employment in these industrial cities.

Observation and Discussion

The kind of societies which were existent in India is the proof of the skilled India which was transformed into large Industrial society. It is in this backdrop analysis of the need of startup is being discussed. The trajectory of agrarian society transforming into Industrial society has been only a century or less than a century old. The crisis emerged during the 1990's and later on the Indian markets being gripped by the Chinese products gave a wakeup call to the government. Daniel Bell (1976) ^[2] in his book "Coming of Post Industrial Society" opines "The first modern change began about 100 years ago and reached its apogee only after World War II, was a change from agrarian to an industrial way of life, from a rural to an urban existence."

Bell then further states that it's now coming of 'Post Industrial Society.' Bell (1976) ^[2] argues that the work force in Industrial society is semi-skilled as they are generally assembly line workers which do repetitive job. This scenario which Bell visualizes in American society in 1970's is now a picture of contemporary Indian society. Analyzing the fast paced transformation in Indian society and learning lessons from the past the Government of India in 2016 launched startup action plan so that people and economy of India becomes self-reliant and self-sustaining. The startup India is based on three tenets:

- To facilitate a common platform to connect the entire ecosystem while reducing information asymmetry.
- To provide benefits and necessary support.
- To engage regional entrepreneurs in transforming their ideas into business ventures.

This initiative has been the priority of the Government as it would usher an era where every skill and competency will pave way for a self-reliant youth. Cabral & Dhar (2019) ^[5] studied and investigated how the 'Skill India' programme. It was argued that skill development is a necessity in the advent of technological changes, and a way to empower women but mismatch between theory and practice has to be mitigated.

Findings and Conclusion

It has been argued that the need and requirement paves way for invention. Any new idea can give birth to a remarkable or destructive invention. However the technological improvement and advancement has always been the

significant force behind social change. The social pattern of society can be shaped by the culture, economy and technology. As it is evident that society from agrarian setup moved towards industrial setup and then to postindustrial society which is characteristically marked as 'service society' as mentioned by Bell (1976)^[2].

The present Indian society is experiencing an overlapping of processes of agrarian, industrial, postindustrial and of service society. The government in India is set to encourage people to enterprise and revive the age old tradition of manufacturing from home which requires low capital investment. Neubeck and Glasberg ((1996:295-296)^[13] state that prior to eighteenth century individuals manufactured many consumer goods in their homes, using labour-system often referred as cottage industry. Further it was stated by Dan Clawson (1980)^[7] that in the historical analysis of industry in United States, opines that there has been a terrific struggle between cottage industries and capitalist to exert greater control over work process.

The consequences of Industrial revolution, the destruction of Ancient Industry, decline of medieval setups, economic crisis of 1990 and the encroaching Chinese market has compelled the Indian leaders and social economic thinkers to strengthen the indigenous manufacturing and products. The Government encourages 'Make in India', 'Skill India,' 'Startup Ventures' to rebuilt and restructure the economic fabric of Indian society. This perhaps is a guard from any major economic crisis of future. India looks forward as a fair balance between mega, large and small scale industries as well as in house production units. The small ventures are being initiated as an impetus for employment generation. It is also a check to any other economic invasion like what East India Company did.

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