DIGIPRENEURSHIP – ITS CHALLENGES AND OPPORTUNITIES: USE OF DIGITAL TECHNOLOGY IN SERVICE SECTOR
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ABSTRACT
The prevailing status of the epoch is extremely competitive, fashion forward, transforming and challenging at every time. Hence, newer innovative and finest practices are required for youth entrepreneurial development in all fields such as education, technology, health and service sector etc. This paper is pen down to spotlight on Concept and Importance of Digital Entrepreneurship, Challenges for Digipreneurshp in India, Opportunity available for Youth to enter into Digital Entrepreneurship and Ways for the Promotion of Digital Entrepreneurs in India. The present study has conceptual background which will be beneficial for Academicians, research scholars, curriculum developers, policy maker, Teacher Educators, Student-Teachers, Teachers, Principal, Stakeholder, Administrator, Management and higher education authorities for strengthening and promoting youth techno based entrepreneurship for the development of country India.

Keywords: Entrepreneur, Digital Entrepreneurship, Challenges, Opportunities, Economic Development.

INTRODUCTION
Opportunities are not available; they are created and accessible by the seeker and innovative mindset individuals. Individuals or group of people possess strategic outlook to promote traditional business into modern e-commerce which helps to bring technological and knowledgeable revolution n the society. Every country’s development is based upon its socio-economical condition which depends on social relation, finance, knowledge, technology, innovation, factors of production, available resources, services and creative mindset of young generation.

For productive and optimum utilisation of inherent capacity of youth as fruitful resource, there is an imperative need of skills enhancement to run e-business and to become digipreneur. Advanced information and communication technology has pave a ways towards online wealth multiplier and promotion of multiple business at a signal desktop, 24*7 and from one place which connect all across the world. India’s aspiring young generation has the power of digitization and youth entrepreneurship to change and modernise the world through innovation in great business.

REVIEW OF RELATED LITERATURES
Ngoasong (2015) stated three levels of businesses relate to the online medium which helps to achieve the success at the market. They are online reputation which provides high quality services, technological capabilities for integrating web, adjusting online experiences for a particular market and advanced technology; and online brands communities that can give information access about buyers, suppliers and partners.

Hair et. al. (2012) argued that there are three determinant factors of digital market orientation. They are technology skills to make digital business survive; tools used to manage business information environment; and wider and more various knowledge about digital business.

Bilic et. al. (2011) In this global era, businesses, technologies and information always change rapidly. It’s the time for schools and universities to train and equip the
students with various skills, so that, they will be ready for being an entrepreneur, and not being a jobseeker anymore.

Bogdanowicz (2015) explained that economic development is substantially supported by innovations of launching a new products or a new product of existing products; implementing a new product method or selling a products; opening new market or branch market of industries which have not been represented yet; acquiring new sources of new material supplies or intermediate goods; having a new industry structure for example creating or destroying a monopoly position.

OBJECTIVE OF THE STUDY
1) To study the concept and importance of Digital Entrepreneurship.
2) To study the challenges coming in the way of digipreneurship in India.
3) To list out the opportunity available for youth to enter into Digital entrepreneurship.
4) To suggest the ways for the promotion of Digital entrepreneurs in India.

OPERATIONAL DEFINITIONS
A) ENTREPRENEUR
“Entrepreneur is an individual or group of people who commence an enterprise with a vision to make it happen by operating and managing all the resources with the motive of multiplying capital and profits along with taking business challenges.”

B) DIGITAL ENTREPRENEUR
“Digital entrepreneur is also referred as Digipreneur is an individual or group of people who runs e-business or e-commerce and possess strategic thinking abilities to earn maximum revenue by minimizing the risk.”

C) ENTREPRENEURSHIP
“Entrepreneurship is the process of seeking the business opportunity and taking business challenges, optimum utilisation of productive factors for the generation of economic goods and services by organising, managing, directing, leading and controlling the business to achieve success and sustain in a long run.”

D) DIGITAL ENTREPRENEURSHIP
“Digital entrepreneurship is also named as digipreneurship which is a process of handling e-business environment, taxation, finance and services with the strategic perspective to make use of ICT, digital entrepreneurial mindset, digital skills and digital knowledge understanding to build e-customer relationship by exchanging required resources for earning revenue across the globe.”

A) CONCEPT AND IMPORTANCE OF DIGITAL ENTREPRENEURSHIP
Digital Entrepreneurship are the cloud community of the online based digital entrepreneurs, freelancers, web site designers, bloggers and digital nomads who run the virtual business over internet across the globe. These digital entrepreneurs arrange, organize, manage, coordinate, control and promote regular online events, provide online training and support to their members, update their digital profile, offer online products and services to earn maximum revenue from varied kinds of customers by maintaining e-customer relationship in the ever-changing technodigitize world. These digital entrepreneurship operates global businesses, construct new business model, manage customers, produce goods and services, develops business intelligence, lead competitive markets, explore divers opportunities through innovative entrepreneurial ideas and novel ICTs such as social media, mobile media, cloud computing, big e-data and internet.
Digital entrepreneurship helps in increasing economic worth and social value of the e-commerce as well as digital entrepreneur either by creating new business ventures or transforming existing business with the help of innovative technologies. Digital revolution has been viewed as the democratisation of the business world. The Information and communication technology plays a powerful role to make available and sustain the necessary resources for diverse public to be widely and freely accessible across the world. This gives everyone the opportunity to develop a thriving business very rapidly even without any capital or connections. The Web and social media are already filled with content, tools, online classes and webinars about social media marketing, e-commerce and affiliate marketing, innovative Web design, 360º Virtual Reality and selling digital services with supports digital entrepreneurship.

B) CHALLENGES FOR DIGIPRENEURSHIP IN INDIA

1) Face problem in dealing with existing online traders and toughest competition to secure the place over internet trading.
2) Difficulty in understanding varieties of web design platforms, upgraded technologies, high rated products or services already available at online shop.
3) Each already existing digital entrepreneur who has been already identified and has mastered technology for doing business activities should be ready to face market orientation but if these technologies become outdated they all have to restart it again.
4) The capability of mastering modern technology is as the main determinant of success in digital business. New digital entrepreneur takes time to learn, grasp and understand the market orientation pattern over internet.
5) Sometimes e-commerce cannot able to focus their particular customers and the needs of other stakeholders in their target market.
6) E-traders finds challenging in innovation and integration of e-business process which leads to the creation of economic and social values that consist of IT leadership, business system, planning and working technology.
7) Face challenges in maintaining security, intellectual property rights.
8) Difficulty to adhere internet or cyber law and ethics.
9) Faces hard time to establish technological infrastructures which is the base for running digipreneurship.
10) Overcoming from claims, customer dissatisfaction, cyber complaint and dealing with legal issues sometime put downs the moral of digipreneur.

C) OPPORTUNITY AVAILABLE FOR YOUTH TO ENTER INTO DIGITAL ENTREPRENEURSHIP

1) Digipreneur aims to create new business opportunities with new innovation via diverse forms digital media, social and communicative mobile media and internet technology. These new businesses are actually similar to traditional ways of business the difference is only that it uses digital medium to e-commerce which gives them more profit.
2) Digipreneurship is an important alternative in the future to improve the competitiveness of economic and creative digitize business ideas, improve the quality life of societies, shape the country’s identity globally and foster innovation and creativity in same line or diversified digital products and services.
3) Density of digital entrepreneurship ranges from mild, moderate to extreme as in it starts from designing a website and doing market research; online shop of digital products and services; and tele-working through creation of virtual teams across the globe.

4) Sales will be in long run due to popularity of e-products and services and cost cutting at traditional mode of business and technology up gradation in the supply chain management, production, inventory management and customer service.

5) Digipreneur can get free access to the digital innovation projects outside of budget lines and discover own new ideas based on same.

6) Digipreneur can get free access into the huge data bases, varieties of knowledge resources and experience of highly skilled and motivated professionals from top-tiered organisations across the globe.

7) Digipreneur can also diversify their business in e-areas such as apps for Mobile and IT Devices, Website Services, Software Development, Prototype Development, Process Digitisation, New Solutions Design and Process Design, Digital Marketing and Social Media Campaigns.

D) WAYS FOR THE PROMOTION OF DIGITAL ENTREPRENEURS IN INDIA
1) Develop certain courses and make them mandatory in the curriculum of all the graduate, polytechnic and diploma degree courses which should embrace e-commerce, virtual marketing and advertising, entrepreneurial e-operational skills and digital entrepreneurship as sincere activity.

2) Focus more on green entrepreneurship, social entrepreneurship and digital entrepreneurship rather than traditional mode of entrepreneurship.

3) Mentoring new student and faculty ventures that leverage digital technologies. Trainings on Information Technology (IT) competencies become the main determinant of the success of digital business.

4) Conducting Academic Research whether international, national or state level relevant to digital entrepreneurship, green entrepreneurship and social entrepreneurship.

5) Delivering the interdisciplinary digital entrepreneurship course and program of study through workshops, training and development programmes and guest lectures.

6) Developing new curriculum to support the growth of digital entrepreneurship, green entrepreneurship and social entrepreneurship.

7) Launching of entrepreneurial platform where aspirant can free to share their ideas and take decision or consider their opinions from experts, successful entrepreneurs, digipreneur and eminent person.

8) Project and problem based studies should be given to the youth pupils or students to explore more about online business transaction, online environment and e-business strategies.

CONCLUSION
Every aspiring youth plays a significant role in wealth creation. Digipreneur is the best modern of earning livelihood which is an outcome of rapidly changing ICT and internet availability across the globe that helps of upraise the standard of living and economic condition of any country. Digitize world help in promoting digital e-commerce and emphasise on taking ownership of global online modes of business which can
only be takes place if educational framework or curriculum of youth’s learning are encouraged or imbibe by practicing digital trading to become digital entrepreneur.

**REFERENCE**


