

## Participation of Adolescents in Entrepreneurship Development in Urban Slum Areas of Guwahati City, Assam

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**ABSTRACT:** Adolescents are often creative and innovative, and entrepreneurship provides an outlet for expressing their ideas and turning them into profitable ventures. They are out of the entrepreneurship process, but interestingly, the current study highlights how adolescents have become a part of the process. This study also attempted to highlight that the establishment of a business venture can be achieved even by adolescents, considering needs and requirements if it is part of survival concerns. The study area is Sijubari, a slum under the Guwahati Municipal Corporation of Assam, India. Since this is a working paper, a total of 30 respondents were surveyed, and the case study method was applied to examine the purpose of entrepreneurship. Many recent studies have suggested that the underprivileged prefer entrepreneurship for their overall development in society. In this study, it was noted that the entrepreneurs were involved in various sectors of earnings through rudimentary entrepreneurship, such as food, education, stationery, tailoring, weaving, cosmetics, and clothing. This study attempted to explore the relationship between entrepreneurship at an early age and entering adulthood by practising small-scale entrepreneurship under this research study. Education, family background, access to resources, and cultural factors play crucial roles in shaping the entrepreneurial mindset of any person. This aspect also highlights the importance of examining the opportunities currently available to adolescents. It is also an attempt to explore a new process and can be considered a pathfinder for the underprivileged sections of Indian society.

**Key Words:** Adolescents, Entrepreneurship, Slums, Urbanization.

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### I. OPERATIONAL DEFINITION

**Adolescents**<sup>5</sup>: Adolescents are individuals in the transitional stage between childhood and adulthood, typically in the age group of 10-19. However, in this study, the participants fell into the age group of 21-24 since the researcher aimed to capture the initial stages of their entrepreneurial journeys, as they had started their ventures.

**Adult:** Any person aged 18 years or above.

**Urbanization:** Urbanization shows the migration of rural people to urban areas for better jobs and livelihood opportunities.

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<sup>5</sup> (Adolescent health in the South East Asia Region, n.d.)

**Slum**<sup>6</sup>: A distinct group or few groups of individuals living under the same roof in an urban area, lacking amenities such as insufficient living area and inaccessibility to improved water and sanitation facilities.

## II. GUWAHATI: A transitioning Urban hub

Guwahati is a rapidly expanding urban hub situated along the majestic Brahmaputra River in northeastern India. This city has undergone major changes due to Urbanization and Capitalization. Urbanization<sup>7</sup> has been increasing tremendously, and the city has been known to be a beacon of hope for several communities and groups with better living conditions than rural areas. The city has also seen a high influx of migrants<sup>8</sup> who have been coming in search of opportunities and to fulfil the 'city life dream.' Rural residents have migrated to the city has been noticed in search of better job opportunities, resulting in the city's overcrowding. Urban lifestyles leave people struggling to make ends meet. Due to a lack of proper infrastructure, people are forced to live in harmful, unhygienic conditions, affecting their physical and mental well-being. There is always a scarcity of clean water and food in slum communities. Basic amenities such as clean water and sanitation are always needed as the people in these communities live close to each other, which leads to the outbreak of several diseases and major health issues.

Additionally, migrants to the city have found that inaccessibility to medical services is one of the biggest challenges they face during their stay in the city. The healthcare facilities are countable in number and do not come at par with the count of the population currently in Guwahati<sup>9</sup>. Some of the few socioeconomic challenges, such as poverty, lack of job opportunities, and availability of secure land, have forced people to choose any source of employment just to be able to survive in this big city. The growth of slums in Guwahati<sup>10</sup> dates to the colonial period. While the city was growing, sanitation workers migrated from other regions for job opportunities in the city. These workers, who were excluded from society, were forced to live under compromising conditions with very few facilities. These groups of people were termed 'Harijans'<sup>11</sup> who laid down the foundation of slum culture in the city. These groups often occupied lands publicly or privately, which has led residents vulnerable to eviction and secure occupancy of lands in the city. The city has not been prepared for this rapidly growing influx, which has led to a lack of housing facilities and a thinning of resources. More effort is needed from the government and social institutions to address the required interventions for the resource constraints in the city faced by all groups of people living together.

*United Nations<sup>12</sup> has defined 'slum as a building or a group of buildings characterized by overcrowding, deterioration, unhygienic conditions or lack of facilities which can endanger the health, safety or morals of its inhabitants or their livelihood.'*

Sijubari<sup>13</sup> is one such area with an advanced influx of rural migrants who have settled in slums. This location is situated at the heart of the city, with a slum that is expanding daily in the vicinity. It is located on the southern outskirts of Guwahati and is home to a mixed population of residents from different ethnic and socio-economic groups. It is a neighborhood with a good number of establishments. Due to the lack of residential areas and formal employment opportunities, people in this area have chosen entrepreneurship as a means of survival and necessity. Assamese is the local language of this region. There are different communities like Bodo, Karbi, Rabha, Garo and Tiwa who have inhabited this area. Most of the population belongs to the Assamese community.

According to the <sup>14</sup>Global Entrepreneurship Monitor (GEM), small and medium-sized enterprises (SMEs) account for 60% of the employment worldwide. Different segments of society engage in entrepreneurship

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<sup>6</sup> (Rev, 2016)

<sup>7</sup> Operational Definiton

<sup>8</sup> (Simorangkir, Octavia, & Raubaba, 2019)

<sup>9</sup> (Singh, 2014)

<sup>10</sup> (Nath)

<sup>11</sup> (Zaman & Dutta, 2018)

<sup>12</sup> (SHARMA, 2020)

<sup>13</sup> (<https://www.onefivenine.com/india/villages/Kamrup/Guwahati/Sijubari-Mazar-Road-Sijubari>, n.d.)

<sup>14</sup> (Boutaleb, 2023)

for various reasons. Some people start businesses out of necessity, such as to support their families or to provide employment opportunities in their communities. Others are driven by a passion for their products or services and want to make a difference. However, others see entrepreneurship as a means of achieving financial independence and freedom. It is not just about starting a profitable business but also about acting and creating something new. It involves finding opportunities, taking risks, and bringing ideas to life through the formation of a new organization, regardless of financial success. Entrepreneurs are individuals with a strong passion for their vision, combined with a willingness to invest time, effort, and capital to turn their ideas into reality. One aspect that distinguishes entrepreneurship from other forms of business is its emphasis on innovation. They strive to develop new products, services, or technologies that cater to unmet needs or offer improved solutions compared with existing alternatives. They constantly search for opportunities, conduct market research, and gather insights to refine their ideas and gain a competitive advantage.

Entrepreneurship has proven to be an effective means of livelihood for all kinds of people in all countries. It has positively affected slum communities by creating employment opportunities, providing a source of financial independence, and improving their standard of living. It has also led to the development of communities by improving infrastructure and providing services within them, making them self-sufficient within their communities. However, education plays a crucial role in equipping adolescents with the required skills and knowledge to succeed. It also allows adolescents from low-income families to support themselves and their families financially. Starting an enterprise may seem like a faster way to generate income to cater to their needs, and it is. Few adolescents are drawn to the idea of being their boss, which allows them the independence to create something fresh rather than following a traditional method. The need for autonomy and a secure livelihood pushes them to become entrepreneurs at a crucial stage in their lives.

Since the early 1700s, scholars, educators, researchers, and legislators have debated entrepreneurship. 'Entrepreneurship', according to Peter Drucker<sup>15</sup>, is a practice. Entrepreneurship begins with action and the establishment of a new organization. It provides economic empowerment, job creation, and social mobility opportunities, particularly for marginalized and disadvantaged groups. It is a way for young individuals to channel their 'creativity and passion' into creating new ventures and positively affect society. It also offers valuable insights into how social and economic factors influence entrepreneurs' ability to engage in entrepreneurial activities. Factors such as employment opportunities, income levels, and economic stability can influence the motivation and feasibility of starting a business. Economic downturns or structural barriers may discourage new entrepreneurs from pursuing entrepreneurship due to fear of failure or a lack of financial resources. Starting a business at an early age allows for the development of essential skills such as critical thinking, problem-solving, communication, and leadership. Family background also significantly influences entrepreneurial development among people or groups involved or interested in starting a new venture.

In summary, entrepreneurship is a dynamic and challenging pursuit that requires creativity, resilience, strategic thinking, leadership, and effective management skills. It offers individuals the opportunity to bring their ideas to life, create value in the marketplace and make a lasting impact on society.

### III. A REVIEW OF THE LITERATURE

This chapter attempts to examine the global literature on entrepreneurship by systematically organizing it and aims to provide an elaborate comprehension of the concept.

A study<sup>16</sup> (n=320) looked at potential early antecedents of entrepreneurship in 14–17-year-old 10th-grade pupils. A hypothesis was taken up stating that, '*Entrepreneurial Orientation (interest and self-efficacy), in combination with Willingness to Expend Effort, would be a significant predictor of an adolescent's Entrepreneurial Prospects, i.e. there might be future chances of being unemployed for those adolescents.*' Furthermore, the amount of '*Entrepreneurial Orientation*' was expected to be predicted by '*personality and the*

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<sup>15</sup> Peter F. Drucker's Views on Entrepreneur – "An entrepreneur is the one who always searches for change, responds to it and exploits it as an opportunity

<sup>16</sup> (Schmitt-Rodermund & Vondracek, 2002)

*type of self-employed family.* Students who were willing to exert extra effort were also selected as respondents for the study. 'Levels of Entrepreneurial Orientation' were greater among students who were diligent, self-efficient, receptive to new experiences, and had low agreeableness. Students with a 'high demand for social recognition' put in more effort than students who were less motivated to put in the effort. Furthermore, lower degrees of Entrepreneurial Orientation were also associated with diverse types of parents and family structures. The results for the parents' model and need for social recognition 'supported a moderating influence of willingness' to expend effort.

Education is usually considered an endogenous variable,<sup>17</sup> and the impact of education is difficult to determine. Studies suggest that education positively affects the primal need to become self-dependent.

One study focused on the entrepreneurial potential developed among adolescents<sup>18</sup>. It has been noticed that family has an extensive push effect on the development of entrepreneurial interest among younger children. Factors such as hobbies have been identified as contributors to driving entrepreneurial intentions among young people. Such factors provide an astonishing basis for research in the field of entrepreneurial education. A quantitative study was done targeting the population of Finnish<sup>19</sup> ninth-grade students aged 15-16 (N = 10,979).

Linear Regression Analysis<sup>20</sup> was used to explore leisure periods in school and entrepreneurial home environments that contribute to the development of entrepreneurial intention among teenagers in Finland. These influences compete for the attention of the youth. As a result, this setting is appealing for fostering entrepreneurial potential. The goal of this study was to assimilate these characteristics into a single model to explore the sole motto behind the development of entrepreneurial potential at such an early age.

To achieve concrete reasoning behind the development of entrepreneurial personality, another study pivoted on assessing the relationship of adolescent qualities with a certain behavioral Type A, which includes studying the Aggression, Leadership, Responsibility, and Energy level for Eagerness to their entrepreneurial tendency in their adulthood. These findings<sup>21</sup> acknowledged that the development of leadership qualities during childhood could be a driving force to becoming a successful entrepreneur.

Several different entrepreneurship programs<sup>22</sup> are held worldwide and on national grounds. The different elements of this program enhance the student's potential and bring their entrepreneurial potential in alignment with their career goals by applying the 'job demands-resources and regulatory emphasis theory'<sup>23</sup> which allows the researchers to study the interrelation between education and entrepreneurship goals of the students. A total of 154 Dutch<sup>24</sup> students were chosen as respondents. The data collected for the study was longitudinal data<sup>25</sup> since the analysis of the same students in different sequences would provide a better analysis of understanding the trends of growth of entrepreneurial capability. Positive accompaniments, such as teacher-student and student-student relationships, play a crucial role in inflating students' career goals.

Several studies done on entrepreneurial growth<sup>26</sup> focus on university students although the qualities mostly are developed during adolescence which explains why most studies done on understanding entrepreneurial growth provide unsteady and inconsistent results.

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<sup>17</sup> (Block et al., 2013)

<sup>18</sup> (Raappana & Pihkala, 2024)

<sup>19</sup> Finnish is the language spoken in Finland.

<sup>20</sup> Linear regression analysis is used to predict a variable's value based on another variable's value.

<sup>21</sup> (Viinikainen et al., 2017)

<sup>22</sup> (Bonnett & Furnham, 1991)

<sup>23</sup> Regulatory focus theory examines the type of actions that individuals take in order to align themselves with their values and aspirations. The theory is centered around the pursuit of goals and asserts that there are two motivational systems: the promotion system and the prevention system

<sup>24</sup> the Germanic language of the Netherlands and Belgium.

<sup>25</sup> Longitudinal data is data that is collected sequentially from the same respondents over time.

<sup>26</sup> (António Porfírio et al., 2023)

The entire idea of sole male breadwinners has been consistently challenged<sup>27</sup> over the last few decades which has also allowed several researchers to study on growth of dual breadwinners. This concept has assembled a lens to understand the goal of female entrepreneurship and the challenges that girl children face from a noticeably early age. A study was conducted to understand the bottommost purpose that girls usually face when choosing entrepreneurship at a younger age.

Different areas of study focus on the Entrepreneurial Self Efficacy (ESE)<sup>28</sup> developed among students which provides an understanding of the impact of full-time entrepreneurial education programs among students. This study also provides an elaborate comparison of students with backgrounds in management and entrepreneurial education. Additionally, the effect of different demographic characteristics, such as gender, family environment and background, prior work experience, and entrepreneurial exposure, has been authorized in deciding the ESE among students.

Entrepreneurial motivation<sup>29</sup> is the most crucial driving force for an entrepreneur while entrepreneurship experience is the result of this driving force. Usually, an entrepreneur's transformation is decided by the interrelation between motivation and the experience an entrepreneur accumulates. However, challenges run as restraining factors in situations where the individual is confronted with numerous dynamics. Transformation is conceivable when an entrepreneur can overcome the constraints imposed by the environment. Entrepreneurs can achieve social, economic, and political stability only if they are headstrong about the challenges they face throughout their journey. This contributes to inclusive growth.

As society continues to place greater emphasis on innovation and job creation, entrepreneurship has become a crucial factor in driving social change. Beyond its economic benefits, entrepreneurship also highlights<sup>30</sup> the importance of personal agency and risk-taking in shaping society. Given the significance of entrepreneurship in the 21st century, many countries have invested in educational programs to support aspiring entrepreneurs. In one such study, the researcher explored the role of adolescence in the development of entrepreneurial abilities by evaluating research on precursors to adolescent entrepreneurship. Through this study, the researcher has attempted to develop a biopsychosocial model of entrepreneurial development and has concluded the study with research questions.

Several studies have tried to explore<sup>31</sup> the emerging entrepreneurial mindset during the transition to adulthood. Data were collected from several Finnish high schools, and the research revealed that these constructs are distinct but related. Leadership, self-esteem, creativity, and proactive motivation were identified as the underlying skills that predict these constructs. It has also been noticed that entrepreneurial alertness has been linked to qualities like leadership and self-esteem, while entrepreneurial career intention has been associated with leadership, creativity, and proactivity. The variability of these skills within individuals also plays a role in predicting entrepreneurial alertness and career intentions, in line with the balanced skill approach to entrepreneurship. These findings have practical and theoretical implications, highlighting the importance of cultivating these competencies in individuals, allowing them to become entrepreneurs during their transition to adulthood.

According to the data collected through the 'German Socio-Economic Panel'<sup>32</sup> in one such study, logistic regression has been applied to examine the dependence of a variable<sup>33</sup> chosen for the study. This panel exhibited a positive impact on the probability of being dependent on oneself among the age group of 16-17 years. These

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<sup>27</sup> (Bhatia Neha Taneja Chawla, 2022)

<sup>28</sup> Ibid

<sup>29</sup> (RURAL ENTREPRENEURSHIP DEVELOPMENT FOR RURAL TRANSFORMATION (WITH SPECIAL REFERENCE TO SELECT VILLAGES IN KARNATAKA STATE) DOCTOR OF PHILOSOPHY FACULTY OF MANAGEMENT SCIENCES ANNA UNIVERSITY CHENNAI 600 025, 2014)

<sup>30</sup> (Obschonka, 2016)

<sup>31</sup> (Obschonka et al., 2017)

<sup>32</sup> The Socio-Economic Panel (SOEP) is the largest and oldest long-term study mapping social change and the development of living conditions in Germany.

<sup>33</sup> Variable, to put in layman statement is something that can change and or can have more than one value.

findings also contribute to existing personality models explaining early adolescent entrepreneurial career preferences in a representative sample of adolescents in German society.

Another study emphasizes<sup>34</sup> the significance of cultivating entrepreneurial abilities during adolescence, as it can lead to favourable outcomes in both work and social life, particularly in developing nations and rural areas. The review suggests that future research should use relevant theories, employ rigorous research designs, and examine causality through experimental studies to address these limitations. It also highlights the need to investigate the gender-specific effects of entrepreneurship programs in local contexts and consider contextual factors. Program designers and executors should also consider the impact of recent topics in the entrepreneurship literature, such as digitalization and modern technologies, on programs for early ages and adolescents.

The key findings of the study, '*Entrepreneurship and Adolescents*' by Lidia E. Santana Vega state that adolescents with lower education and poorer academic performance have shown a stronger inclination towards entrepreneurship which suggests that educational background and academic performance play a crucial role in shaping the entrepreneurial aspirations of the adolescents. This study also highlighted that the educational edge plays a huge role in nurturing entrepreneurial aspirations among young people. This study has also reflected on the roles of educators, policymakers and parents while supporting and cultivating entrepreneurship among young people<sup>35</sup>.

A person's personality can significantly impact the development of early entrepreneurial potential among people who intend to pursue entrepreneurship as a livelihood. Another study suggests that the development of these traits smoothens the transition of entrepreneurial activity to adulthood<sup>36</sup>.

Several scholars have suggested that the entrepreneurs<sup>37</sup> who usually challenge norms and rules in the pursuit of the success of their ventures are the ones who stay till the end of the game. However, the relationship between adolescence and entrepreneurship has not been extensively researched or examined. The relationship is still considered a 'work in progress.' One study attempted to explain the positive correlation between adolescence and entrepreneurship through Willis's theory of nonconformity.

#### IV. METHODOLOGY: A CASE STUDY APPROACH

This chapter highlights the various tools and methods used by the researcher to study the journey of an individual growing up in a slum, understanding the labels and terminologies attached to entrepreneurship development among adolescents. This chapter includes details about the research problem, rationale, objectives, and research questions to give the reader a clear imprint of the various tools and techniques used for data collection.

##### Research Objectives

Adolescents' participation in entrepreneurship development in urban slums serves multiple aims that are imperative for the holistic and sustainable development of these marginalized communities. The key objectives are as follows:

- To examine the factors responsible for the participation of adolescents in starting their ventures.
- To identify the challenges faced by adolescent entrepreneurs when starting their ventures.
- To investigate the long-term outcomes of adolescent entrepreneurship in their community.

##### Research Questions

- What are the different driving factors motivating adolescent entrepreneurs to start their ventures?
- What are the different challenges faced by adolescent entrepreneurs at the beginning of their journey?
- Which type of outcomes will positively contribute to the growth of the community?

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<sup>34</sup> (Obschonka & Zarea, n.d.)

<sup>35</sup> (Vega, González-Morales, & García, 2016)

<sup>36</sup> (Obschonka, Hakkarainen, Lonka, & Salmela-Aro, March, 2017)

<sup>37</sup> (Zhang & Arvey, 2009)



### **Rationale of the study**

The rationale for studying adolescents' participation in entrepreneurship development in urban slums is multifold. Studying the participation rate of adolescents in entrepreneurship can provide insights into the challenges they face, the resources they need, and the support systems required to nurture their entrepreneurial aspirations. This knowledge can inform the design of targeted interventions and policies that effectively promote and support adolescent entrepreneurship in urban slums. These adolescents in urban slums are equipped with the necessary skills and resources to start and grow their businesses, through which the researcher empowers them to become active contributors to their communities' economic development. This, in turn, enhances their sense of belonging, self-worth, and social mobility, leading to a more inclusive and resilient society.

### **Research Design**

This study adopted a qualitative research design that was both descriptive and exploratory. To gather primary data, a convenient sampling method was employed, and a case study method was used. Additionally, secondary data were obtained from various sources, such as government records, books, journals, and newspaper publications. This multi-source approach provides a comprehensive understanding of the research topic.

### **Universe of study**

A study conducted in Sijubari, a village in Kamrup District, found that infrastructure development in the village is lacking, particularly in terms of industrial development. Education, access to drinking water, roads, and electricity are the primary concerns of the village. However, there have been some improvements in medical and health services.

- Sampling

A total of 30 samples were collected from the urban slum of Sijubari, Guwahati, Assam.

- Research Problem

The increase in the development of slum areas in the city has led to a shortage of employment opportunities for individuals living in these communities, which has led to the younger generation turning to entrepreneurship as a means of improving their livelihood. This dependence on entrepreneurship requires further investigation to analyze the factors that contribute to this shift towards entrepreneurship and the challenges and opportunities that come along in their entrepreneurial journey.

### **Tools of Data Collection**

The researcher used surveys and a semi-structured interview schedule for the case studies. The interview schedule consisted of open-ended questions to collect qualitative data.

## **V. IDENTIFYING OPPORTUNITIES & BARRIERS: AN ANALYSIS OF ENTREPRENEURSHIP AMONG ADOLESCENTS IN URBAN SLUMS**

Through a thematic analysis of the data gathered, this chapter delves into the insights and interpretations of the study's objectives. In-depth discussions with respondents allowed for a deeper exploration of their entrepreneurial journeys. The chapter then moves on to examine broader themes such as '*financial stability, family responsibilities, push and pull factors, development of the community and challenging the societal norms*' in the evolution of entrepreneurship in urban slum areas. These themes were further broken down into sub-themes that appeared during the analysis of the data, aligning with the research objectives. In analyzing the responses provided by the different entrepreneurs, recurring themes appeared, such as a desire to be self-sufficient and economically independent. By exploring these key issues, this research may uncover insights into the motivations and experiences of individuals who have turned to entrepreneurship as a solution to job scarcity. It may also shed light on the challenges and barriers they face in starting and growing their businesses, as well as the role of education and financial independence in their personal growth and development.

- **Community growth and development:** The primary goal behind starting a venture or an enterprise is to support oneself and family members to create better employment opportunities for everyone within the community, which provides evidence of positive reinforcement at both the individual and community levels. Most respondents shared their experiences on how they contributed to the development of their community by building enterprises, which allowed everyone to grow collectively.
- **Adaptation and Learning:** The process of continuous learning, unlearning, and seeking guidance from family members and kin allows an entrepreneur to grow and develop. All the respondents have constantly highlighted their willingness to adapt to new skills and equip themselves with changing circumstances in their neighborhood, which has allowed them to navigate the challenges and opportunities of this entrepreneurial journey.
- **Financial Stability and Economic independence:** These two aspects are usually considered the push factors behind any positively reinforcing journey. The pursuit of self-sufficiency provides a liberating feeling among all the respondents, allowing them to build a stable future for themselves and the coming generations.
- **Push and Pull factors:** Factors such as resource constraints, responsibilities towards family, and limited opportunities can be considered push factors. Characteristics such as the desire to be financially stable and grow economically by pursuing their passions or interests could be defined as the push factors, which were common among all the respondents.
- **Challenging societal norms:** Stereotypes and societal expectations are often considered abstract resource constraints that tend to discourage new entrepreneurs from starting their journeys. However, these individuals managed to explicitly demonstrate courage in their journeys.

The responses of these entrepreneurs provided a holistic understanding of the different motivational factors and challenges that shape their entrepreneurial journeys. These themes attempt to explain the heterogeneous nature of entrepreneurship prevailing in urban slums to improve their livelihood options so that they can sustain development for longer periods for the coming generations. There is also evidence of diverse backgrounds and experiences among the respondents, which portrays the growth of entrepreneurship in a multicultural society. Entrepreneurial empowerment and inspiration can also be drawn from the diverse responses of all respondents. Necessary actions, such as awareness of government schemes and policies by the advocates of society, are required to support local entrepreneurs so that they can step forward towards growth and stability. These responses shall help provide hope for the coming generations of young people so that they can learn more about their potential and strive for a better and more fulfilling life.



## VI. SELECTED CASE STUDIES

In this chapter, the researchers have highlighted four typical case studies out of the 30 participants, which have shed light on the success stories of adolescent entrepreneurs surrounding various aspects such as family, social, professional, and personal lives. These case studies highlight the challenges and managerial skills that offer insights into the research. The letters A, C, E, and G have been used as the names of the entrepreneurs to support confidentiality, since the use of real names is not considered suitable.

### • CASE STUDY 1

A is 22 years old and started her venture at the age of 18. She is currently pursuing her graduation. She is an adolescent entrepreneur who started her venture at the age of 18. However, as she embarked on her entrepreneurial journey, her initial aspiration for a government job gradually dissipated. The living conditions were less than desirable, compelling her to start a business at an early age. Her first enterprise was a cosmetic shop, which she started with an investment of Rs 16,000 by selling her mother's gold. She has never applied for loans. The initial earnings on the first day amounted to Rs 200-300, and after a month, she had amassed a profit of Rs. 10,000. However, running a business is not devoid of challenges. She encountered many difficulties in the initial stages, and there were times when she did not even earn a rupee in a day or two. Nevertheless, she remained optimistic and believed that success would eventually come. Initially, everyone around her dissuaded her from pursuing this line of work, stating that it was unsuitable for girls. She chose to disregard their comments and continued to work diligently. Eventually, her hard work began to pay off, and people began to acknowledge her efforts. Presently, her monthly income is Rs 25,000, and she has not hired any employees. However, as her business has expanded, she intends to recruit staff members to help her manage operations more efficiently. Her working hours are quite long because she has no employees working under her.

### • CASE STUDY 2

C is 21 years old and started her venture at the age of 17, although she has been coaching students since the age of 13-14 years. She has liked teaching since a very young age. At the age of 13-14 years, she had already started tuition for younger children. She still remembers being paid Rs 200 for her first coaching classes, which made her feel immensely proud and happy at the same time. She also has a large family consisting of six members who are dependent on her and her mother. However, she had to quit coaching during her board preparations. The coaching timings clashed with her classes, which is why she had to quit for a while. At that time, Sijubari was not developed at all, which is why most of the people from the village were not educated enough to teach their children themselves. She had started her coaching classes again after her board exams, but this time she could not quit because many students had enrolled under her, and she was in desperate need of money. She had to help her mother run a household of six members. She wanted to continue her studies after higher secondary exams as she had cleared the exam with excellence. She also wanted to pursue an undergraduate degree in economics, so she decided to strive harder. She had put in more hours in her coaching classes and finally managed to pay the fees for her first semester. She has never applied for loans. Right after that, she brought the first desk and bench for her classes and slowly, she expanded her classroom and that was the beginning of the 'MK Coaching Centre.' She states that '*education has been one of the best gifts human beings have received that has been carried on to all generations and shall continue in the future.*'

### • CASE STUDY 3

E had mentioned that his relative was the one who had started the food supplement house. He is a student pursuing graduation. He is 21 years old and has been working with his uncle since he was 18. He has a family of five members. The family is economically stable; hence, he chose to work for experience and self-dependency. Initially, during his first semester, he decided to be a part of the business, although he was not that invested. He was looking for something that would help him meet his monthly requirements. Since he made around 35000 first month, he started being more involved in the business and slowly wanted to be invested in the entire process. Since food supplements are a growing business, it is a boon that the business is growing in an area like Sijubari,

given the living conditions of the area. His family was not supportive because he belonged to an education-centric family, and their idea of financial growth did not align with his ideas. However, since he was already involved in the business, he did not want to give up as it felt nice being part of something that showed an impeccable change. had many benefits because it was a home-based business. He had no rent to worry about, and there were no fixed timings for which he did not have to skip his classes. This is a convenience-based job. He ended the discussion by stating that, *'Being financially independent is the most liberating feeling in this world and now that he has experienced it, he was not going to let it go in any way possible.'*

#### • CASE STUDY 4

G is a 21-year-old who is currently pursuing graduation. Since the time he had completed his higher secondary education, he wanted to learn about advances in computers. He did not have a laptop but he had an old computer that his 'abba'<sup>38</sup> had bought him while he was in his school. He wanted to be familiar with all the dos and don'ts of running a computer because he dreamed of making a living by starting a CSC in the area. Although there were other competitors in the locality, he was confident that he would be able to manage this business because he had a passion for this field. Eventually, he quit studying because he wanted to start his own enterprise to help his parents and take care of them. He managed to get a loan as his parents helped him because he was not at the right age to take a loan. He built the CSC from scratch and learned everything about it. He also rented a house for the CSC. This occurred at the age of 17. His first hard-earned salary for the first month was approximately 35,000 rupees. He had learned the difference between a government CSC and a personal CSC. He had an aunt in this field who had been guiding him since the beginning of his journey. Since G starts at 10 in the morning and goes on until night time, he decided to enroll in the graduation programme of an open university. He also mentioned that working in this sector has provided him with an abundant source of knowledge, as he is constantly learning about how technology grows. He also discussed that he thinks every household should have at least one person involved in any sort of business. This involvement has provided him with an adequate amount of self-confidence and efficacy to function well in the society.

### VII. FINDINGS & CONCLUSION

Based on the responses provided, some common issues that have been identified include the following:

- The lack of job opportunities in the area has led to the pursuit of entrepreneurship as a practical alternative.
- Initial challenges and difficulties faced when starting and running a business include a lack of support from fellow villagers, resource constraints, and competition.
- The role of education and its importance in personal growth and financial independence.
- Impact of living conditions on the need for supplementary income sources through entrepreneurship.
- Balancing education and entrepreneurship to achieve a sustainable future.
- The importance of financial independence and self-reliance for personal growth and development.
- Adaptability and flexibility in responding to changing circumstances and market demands in entrepreneurship are essential.

These findings highlight the impact of living conditions on the need for supplementary income sources and the importance of adaptability and flexibility in entrepreneurship. This research can also contribute to a better understanding of the dynamics of adolescent entrepreneurship in areas with limited job opportunities and inform strategies for empowering the entrepreneurs.

The entrepreneurial universe is vast and diverse, encompassing various industries and business models within them. Some entrepreneurs focus on creating disruptive technologies or products that challenge established markets, whereas others prefer more traditional business models that provide essential goods and services to their

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<sup>38</sup> Abba: An aramaic word for father, used by Jesus and Paul to address God in a relation of personal intimacy (Dictionary.com, n.d.)

communities. Regardless of the approach, successful entrepreneurs share certain qualities such as resilience, adaptability, and a strong work ethic.

In conclusion, entrepreneurship is a vital aspect of contemporary society that affects various segments. Its importance lies in its ability to drive economic growth, create jobs, promote innovation, and provide opportunities for individuals to achieve financial independence and freedom in their lives. Therefore, it is essential to support and foster entrepreneurship through policies that promote access to capital, education, and mentorship.

If adolescents choose entrepreneurship as a means of survival, it is crucial to provide access to education, training, and mentorship programs that teach essential skills, such as financial literacy, marketing, and networking. Additionally, policies that support entrepreneurship, such as tax incentives and access to funding, can help mitigate some of the financial barriers faced by this group of people. However, it is also essential to address the social and emotional aspects of entrepreneurship among adolescents. This entrepreneurship can also be defined as a complex and multifaceted issue that requires a holistic approach, including resources and guidance. To succeed, they require help to realize their potential as entrepreneurs while also promoting personal growth and positive social outcomes.

This study emphasizes has been placed on the significance of entrepreneurial education for adolescents in a rapidly changing and competitive world by teaching them the necessary skills and mindset to start and grow their businesses, leadership qualities, and job opportunities that can be fostered to contribute to the economy. The benefits of entrepreneurial education include increased financial literacy, enhanced problem-solving skills, and improved self-confidence. However, it also acknowledges the challenges of implementing such programs, such as limited resources and insufficient guidance for teachers. Finally, the conclusion is based on the concept that entrepreneurial education is not a luxury but a necessity for all adolescents. It is the responsibility of educators, policymakers, and parents to provide young people with the tools required to succeed in this dynamic world.

As Nelson Mandela<sup>39</sup> once said, "Education is the most powerful weapon which you can use to change the world."

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## **ANNEXURE**

### List of Questions

- 1 Name:
- 2 Gender:
- 3 Age (in years):
- 4 Do any of your family members/close relatives own a business? Y/N If yes, mention the type of business:
- 5 Can you describe your journey towards starting an enterprise?
- 6 How do you think education aligns with the idea of entrepreneurship?
- 7 Did you face any kind of resource constraints while starting the venture?
- 8 Can Entrepreneurship be considered an option for a career in today's globalizing world?
- 9 Was choosing Entrepreneurship a risk-oriented option?
- 10 Was it easy to secure finance/loans to start a new business venture?
- 11 Do we require technical knowledge in a particular field to start an enterprise
- 12 How motivated were you to start a business?
- 13 Are you aware of any entrepreneurship development agencies or institutions? Y/N
- 14 Have you attended any entrepreneurship development or awareness programs?
- 15 What was your biggest challenge in establishing the venture?
- 16 How do you approach risk in your career?
- 17 Would you have done anything differently during your entrepreneurial journey?
- 18 What advice would you give your 16-year-old self about entering the business?
- 19 What advice would you give to someone who wants to start a new venture?