

Fostering Entrepreneurship Amongst Millennials - A Pathway to Viksit Bharat

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PREFACE

India stands at a historic crossroads where its youthful energy, innovative spirit, and digital empowerment are converging to shape a new era. Among the key drivers of this transformation are the millennials—ambitious, tech-savvy, and socially conscious individuals who hold the potential to lead the nation toward Viksit Bharat (Developed India).

It examines the crucial role of millennial entrepreneurship in realizing this vision. Empowering the younger generation to think creatively, take calculated risks, and build sustainable enterprises is not only a tool for individual growth but also a national imperative. Entrepreneurship among millennials fuels job creation, promotes self-reliance (Aatmanirbharta), accelerates digital transformation, and uplifts both rural and urban economies.

With supportive government initiatives like Startup India, Digital India, and Skill India, a robust ecosystem is being built to nurture innovation, encourage funding access, and reduce bureaucratic hurdles. However, to truly unlock this potential, there is a need to foster entrepreneurial mindsets through education, mentorship, and social encouragement.

This work presents a comprehensive look into how millennial entrepreneurship can become the backbone of a progressive, inclusive, and self-sustaining India. As we move toward 2047, marking 100 years of independence, cultivating young entrepreneurs will be crucial in transforming India into a Viksit Bharat—a nation that is not just economically advanced but also socially empowered and globally influential.

Sanjay Bajjal
Pratima Jaiswal

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Professor Sanjay Baijal, MCom, PhD, FDP in Management (IIMA), FICA born in 1963, served the Faculty of Commerce, Deen Dayal Upadhyay Gorakhpur University, Gorakhpur Accredited A++ by NAAC with 3.78 CGPA with distinguished career spanning almost 39 years adorned different Academic & Administrative positions. His professional & teaching interests include the areas of Finance, Entrepreneurship & General Management. He has been actively involved in Research and successfully supervised 30 students for the Doctorate Degree including one from Nepal and one

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