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Economic Sustainability Through Exploring Youth Entrepreneurship

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Abstract: ***The Global world seeks massive economic results, with jobs as one of the foundations that drive a higher vision to combat poverty and financial hardships. Dependency, income insecurity, and workplace complications can be resolved by setting up enterprises that help recover from employment gaps and work effectively for the Vulnerable. A better transformation can be brought through young minds being involved in innovation and creation, and being enabled to become entrepreneurs in the global world. It involves certain barriers faced by young entrepreneurs that highlight youth Entrepreneurship from other forms of entrepreneurship. There are several policy implementations which focus on Youth Entrepreneurship having its own legislation. Gender considerations are also an important element that contributes to the progress of entrepreneurship. To witness positive progression in the stream, it requires key components like education, training, career opportunities, workshops, and awareness related to the field. Along with this, additional business support for entrepreneurs boosts management and marketing, and helps them keep up with marketing trends. The data for the research were collected through focus group discussions, Interviews, and Surveys to understand the effectiveness of Entrepreneurship among youth aged 20 and above in rural settings, with Special reference to Kalapatti Village, Coimbatore District. This paper explores the significant role of Youth Entrepreneurship as a tool to achieve SDGs. It discusses the primary goals connected to it, focusing on the possibilities of achieving efficient Youth Entrepreneurship.***

Keywords: ***Entrepreneurship, Sustainability, Goals, Youth, Economy***

I. INTRODUCTION

Rural entrepreneurship is increasingly recognised as a potential means of addressing unemployment, migration and poverty by creating self-employment opportunities and supporting local economic development. Rural youth entrepreneurship can generate economic, social and psychological benefits while contributing to job creation, innovation and sustainable development [1].

Sustainable entrepreneurship requires enterprises to consider not only their economic performance but also them social and environmental responsibilities.

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Sustainable business practices are particularly relevant to small and medium-sized enterprises because they can help enterprises integrate responsible management, stakeholder interests and the Sustainable Development Goals into their activities [2].

Entrepreneurial activities can contribute to the Sustainable Development Goals by developing responses to interconnected economic, social and environmental challenges [3].

A recent study among youth-owned enterprises in Senegal found that entrepreneurial orientation, including innovativeness, proactiveness, risk-taking, competitive aggressiveness and autonomy, had a significant positive influence on business sustainability [4]. However, this finding should be understood within the context of youth-owned enterprises in Senegal.

Entrepreneurship can also support the Sustainable Development Goals through responsible business practices, social innovation and sustainable investment [5]. Green startups, in particular, can contribute to employment generation, technological innovation, circular business models and resource-efficient production [6]. Therefore, the present study focuses on the relevance of rural youth entrepreneurship to Sustainable Development Goal 5 on gender equality, Goal 8 on decent work and economic growth, Goal 9 on industry, innovation and infrastructure, and Goal 12 on responsible consumption and production.

II. LITERATURE REVIEW

The COVID-19 pandemic disrupted global economic activities, international supply chains and business operations. Government restrictions, production interruptions, and uncertainty in international markets revealed vulnerabilities in supply-chain management and the global economy [7].

Businesses, governments and financial institutions can contribute to sustainable development by mobilising finance, applying technological innovation and supporting appropriate legal and policy reforms. These measures are important for accelerating progress towards the Sustainable Development Goals [8].

The Startup India programme was introduced to promote entrepreneurship, innovation and the development of startup enterprises in India. Jayanthi [9] examined the conceptual development of entrepreneurship in India and discussed the promotion of entrepreneurial activity under the Startup India scheme. The study highlighted the role of government initiatives in encouraging new business ideas and enterprise development.

The reviewed literature addresses rural youth entrepreneurship, entrepreneurial orientation,

sustainable business practices, green startups, government entrepreneurship programmes and the contribution of businesses to the Sustainable Development Goals.

A. Kalapatti Village and its Demographic Information

Kalapatti is a neighbourhood of the city of Coimbatore in Tamil Nadu, India. It is situated 17 km north-east within the city limits. Presently, Kalapatti is part of the Coimbatore Corporation. The place is witnessing rapid growth as (IT) industries are increasing around this area, like Peelamedu, Hope College, and Saravanampatti. Coimbatore Aerodrome is about 7 km away.

III. RESEARCH METHODOLOGY

The research has used a qualitative approach to study and understand the data by selecting a target group, namely the dynamic youth of our nation. The place of study was Kalapatti village. The respondents were youth belonging to the village, and the study was further carried out through surveys, collection of raw data, interviews, and focus group discussions. The village population consists mostly of farmers, school- and college-going youth, and working women across all age groups; Tamil and Telugu are the predominant languages spoken.

A. Aim of the Research

i. To estimate the power of youth towards achieving sustainability through rural youth entrepreneurship.
ii. To study and recommend the possibilities of boosting the nation's economy through youth, especially in rural areas.
iii. To understand the relationship between Youth Entrepreneurship and Achieving Sustainability.

IV. DATA GATHERING

The first respondent in the village was a 21-year-old young woman who is continuing her college education on shift-based timings. She explained that her source of income was generated during the evening hours every day after college by taking charge of the students. She also expressed that there were a lot of challenges when proposing the idea at the initial stages. Later, as the days passed, she was able to cope with the obstacles, gained the skill of teaching the kids, and learned to manage her own needs by herself. The second respondent of the village was a young boy aged 20 years old who had strong expertise in the field of farming. The major source of income was gained during the weekends by preparing plant samplings for the nursery found in the village boundary. He also said that his family business, namely farming, gave him a lot of experience working in the field. Because of this, his family and acquaintances allowed him to be part of the nursery as a source of income. He stated that there is a time lag in starting his own enterprise and mentioned a lack of infrastructural development as one of the challenges during the interview.

The third respondent of the village was about 23 years old and was engaged in collecting money every month as part of a co-operative society. This was mentioned as a part-time, income-based job as a member of the cooperative society bank. As an intermediary between the society, she worked as a lead member for 10 members in total, generating recurring income every month. She also mentioned that there was a lack of awareness among the rural community to invite such investment and membership ideas related to any kind of economic activity carried out. Through the direct interviews, the study aimed to focus on answering questions related to Initiatives of the youth to become successful entrepreneurs, sources of income, and rural entrepreneurship and its impact on individuals in the village. It also tried to affirm whether they have attained the state of economic independence with respect to sole trader business and enquired about the challenges faced by them to become entrepreneurs.

The FGD was conducted with youth living in Kalapatti village. The youth were questioned about the possibilities of generating income while continuing education. As a result, several positive answers emerged from the discussion. They explained how to manage their time during weekends to concentrate on earning income through part-time jobs by using the skills they possess. The main reason for the discussion was to reach a proper perspective on rural entrepreneurship and the challenges involved in it. It aimed to showcase the possibilities of attaining sustainability at the community level, and it was noticed that the focus group discussions brought positive responses and feelings about entrepreneurship.

V. FINDINGS & DISCUSSION

A. Rural Entrepreneurship: A Positive Element in the Community

The female youth respondents of the village used teaching as a tool of empowerment to tutor school-going kids at their doorsteps by teaching them numbers, language, and science. Tailoring, handloom techniques, and preparing plastic-free plates during leisure time also produced a minimal level of income for them. Thirdly, they were engaged to collect Jasmine flowers during the winter season in the village farms as a means of continuous practice, which enabled women of that village to grow together by strengthening their Physical health and providing a path to generate monthly income.

The male youth of the focus group discussions explained the generation of income through the direct selling process. The emergence of rural enterprises as a concept gave birth to local market expansion for the village youth population, involving themselves as mediators in earning profit. Kinship was a great asset for the participants, who helped bring ideas together and reach out to the community through small-scale businesses, such as assisting with electrical appliances at home and reducing risks in home appliances. The commoners of the village seek help from the youth when they have such problems. The strong background of the rural community develops a strong knowledge of farming and agriculture. Almost all the youth population work as vendors in agro-service centres in the villages. The knowledge acquired through education and residence in the village over many years helps develop self-sustainability and makes individuals economically independent.

B. Interlinking Youth and Sustainability

Youth entrepreneurship has a positive effect on society, ensuring the socio-economic process as a whole. It builds

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an environment that enables creativity as a tool to utilise opportunities at their best. Entrepreneurship paves the way for the creation of new ideas, opening up collaborative strategies among Government, industries, and small-scale enterprises. Youth Entrepreneurship can be seen as a beneficial factor for society, as it contributes to individuals' growth and the economy as a whole. In the present context, when countries are undergoing several shifts through the process of globalisation and adaptation, the key solution lies in youth, which is a vibrant space for creating new jobs instead of seeking them. Advancing youth entrepreneurship helps resolve obstacles in society by providing assurance that weakened sections of the youth are included as an integral part, altering other problems through self-employment.

C. Youth Entrepreneurship as an Instrument to Attain Sustainability

Entrepreneurship and the formation of start-ups have paved the way to accelerate sustainable capital formation. Small-scale business activities and the widespread spread of self-employment activities offer indirect services and skill-based assistance in training individuals, especially the youth, to tackle problems through retrospective examination of business and marketing skills. Entrepreneurship provides a network of collaborative effort and access to government schemes. The scope of Youth Rural Entrepreneurship has improved their leadership skills without having to depend on any other employment services provided by the sectors of the economy. The concept of having one's own enterprises is not only beneficial to an individual who takes part in it, but also helps attain a decent work atmosphere and move towards good jobs and economic growth. Infrastructure and innovation in the industrial sector promote gender equality and reduce gender inequalities. A combination of both elements, namely rural development and Entrepreneurship, is an added factor in the stream of attaining Sustainability in the future**.**

It is always recommended to advance the scope of rurality through proper facilitation of marketing and trading services for youth entrepreneurs. Infrastructure plays a vital role in developing small-scale entrepreneurship activities. Compared to developed countries, it welcomes innovative ideas and has a prepared plan of action to execute things on a regulatory basis. The required efforts and facilities to improve the field of Rural Entrepreneurship, and awareness to claim the services of schemes offered, would definitely boost economic growth and witness success.

D. Recommendations

i. Adopting a sustainable model to achieve the goals of economic development, giving rise to new ideas and innovations in the field of agriculture and Industry.

ii. To relate and extend the level of opportunities for starting up small-scale enterprises.

iii. To recognise the importance of Rural Entrepreneurship through rewards and outcomes of those who have their own business.

iv. It is suggested to bring an equity-based approach that ensures peace and harmony in the community.

v. Advancements in Rural Entrepreneurship can be brought through systematic training and orientation on Business and development.

vi. Entrepreneurship, especially in rural areas, has its own challenges; it is considered to discuss the possibilities of approaching optimism from the dimensions of Sustainability.

VI. CONCLUSION

Rural Entrepreneurship is one of the reliable models affirming the possible way of attaining Sustainability. Youth are generally focused on the fact that all resources are to be utilised by them through proper planning perspectives. Demonstrating the utility of services inside the village community can provide a better means to sustain the level of income. The fundamentals of savings and investment are initiated at a primary stage of life to plan for their livelihood and future. In addition, skills like leadership and motivation to develop an independent state of living are strengthened when rural entrepreneurship is implemented. The Role of Youth in exercising a nation's responsibility towards economic stability reflects the strength of believing in the potential of the individual and community.

DECLARATION STATEMENT

After aggregating input from all authors, I must verify the accuracy of the following information as the article's author.

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Dr. S. Jailapdeen has been an Assistant Professor in the Department of Social Work at P.S.G. College of Arts & Science, Coimbatore, since 2014. He holds B.Sc. and M.S.W. degrees from the University of Madras and earned his M.Phil. and PhD in Social Work from the Madras School of Social Work, specialising in Human Resource Management, Organisational Behaviour, and Organisation Development. He has qualified for the UGC-NET and TN-SET examinations. With over 20 years of academic and research experience, he is an approved research supervisor at Bharathiar University and Bharathidasan University (CDE). Dr. Jailapdeen has edited two books, published 29 research articles and presented over 30 papers at national and international conferences. He has received several recognitions, including the Best Social Worker Award (2024) and multiple Academic Excellence Awards. His research interests include organizational behaviour, employee values, HRM, social work education, and community development. He has also led several ICSSR-funded projects, extension programmes, and election and community outreach initiatives across Tamil Nadu.



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