

Glossary of Terminologies related to Entrepreneurship¹

1	Account	A record of a business transaction. A contract arrangement, written or unwritten to purchase and take delivery with payment to be made later as arranged
2	Account balance	The difference between the debit and credit sides of an account.
3	Accountability	Explaining decisions, actions or use of money to stakeholders.
4	Acquisition	An acquisition is when one company purchases most or all of another company's shares to gain control of that company.
5	Administrative expenses	Administrative expenses are expenses that an organization incurs that are not directly tied to a specific core function such as manufacturing, production, or sales. These overhead expenses are related to the organization as a whole, as opposed to individual departments or business units.
6	Advisor	An individual provides guidance, connections, advice and support to the entrepreneur, often in return for a small equity stake.
7	Advisory Boards	A group of individuals who've been selected to help advise a business owner regarding any number of business issues, including marketing, sales, financing, expansion and so on; a body that advises the board of directors and management of a corporation but does not have authority to vote on corporate matters
8	Angel Investors	An angel investor (also known as a private investor, seed investor or angel funder) is a high-net-worth individual who provides financial backing for small start-ups or entrepreneurs, typically in exchange for ownership equity in the company. Often, angel investors are found among an entrepreneur's family and friends. The funds that angel investors provide may be a one-time investment to help the business get off the ground or an ongoing injection to support and carry the company through its difficult early stages.
9	Article of Incorporation	A legal document filled with the state sets forth the purposes and regulations for a corporation. Each state has different guidelines

¹ This has been compiled by referring several documents, dictionaries and resource materials available on website. We acknowledge their contributions and support.

- 10 **Artisans** An artisan is a skilled craft worker who makes or creates material objects partly or entirely by hand. These objects may be functional or strictly decorative, for example furniture, decorative art, sculpture, clothing, food items, household items and tools and mechanisms such as the handmade clockwork movement of a watchmaker.
- 11 **Assessment** Action aimed at understanding a situation in order to identify the problem(s), the source of the problem(s), and the consequences of the problem(s).
- 12 **Asset** Any item of value. In business, cash, inventory, furniture and machinery are all examples of assets
- 13 **Average total cost** The sum of all the production costs divided by the number of units produced.
- 14 **Balance Sheet** A condensed financial statement showing the nature and total value of a company's assets, liabilities, and capital on a given date.
- 15 **Baseline data** Baseline data are initial information collected during an assessment. Baseline data include facts, numbers and description and permit the measurement of the impact of project implemented by comparing the situation that existed before and after project implementation.
- 16 **Basic needs** The items that people need to survive. This can include safe access to essential goods and services such as food, water, shelter, clothing, health care, sanitation and education.
- 17 **Benchmark** A standard or point of reference in measuring or judging the current value or success of your company in order to determine your future business plans
- 18 **Beneficiaries** The project beneficiaries also called the target group or the target beneficiaries of the project are those who will benefit from the project.
- 19 **Board of Directors** A group of people who manage or control a business. The board of directors of a corporation is chosen by the stockholders. Unincorporated business owners sometimes appoint a board of directors to advise the business.
- 20 **Bootstrap financing** Financing a business by creatively stretching existing capital as far as possible, including extensive use of the entrepreneur's time.
- 21 **Bootstrapping** Bootstrapping is the art of promoting and developing a business by harnessing one's own resources - without reliance on outside help. It is fundamentally different from big money model of entrepreneurship.

- 22 **Breakeven** The point of business activity when total revenue equals total expenses. Above the breakeven point, the business is making a profit. Below the breakeven point, the business is incurring a loss.
- 23 **Budget** An estimate of the income and expenditure for a future period of time, usually one year
- 24 **Business Incubator** An organization designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services that could include physical space, capital, coaching, common services, and networking connections
- 25 **Business Model** A business model describes how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts. The process of business model construction and modification is also called business model innovation and forms a part of business strategy.
- 26 **Business Name** The name by which people know your business. Different from your dba--which is the legal name you register for your business, this is the name you'd use to advertise and sell your products and services.
- 27 **Business Opportunity** Legal definitions vary; in its simplest terms, a business opportunity is a packaged business investment that allows the buyer to begin a business. The Federal Trade Commission and 25 states regulate the concept.
- 28 **Business Permits** A legal document that offers proof of compliance with certain city or state laws regulating structural appearances and safety as well as the sale of products
- 29 **Business Plan** A written document detailing a proposed venture, covering current status, expected needs and projected results for the enterprise. It contains a thorough analysis of the product or service being offered, the market and competition, the marketing strategy, the operating plan, and the management as well as profit, balance sheet, and cash flow projections.
- 30 **Business Technology** Business Technology as a concept describes all technology that helps an organisation run its business and operational processes. That technology can be customer-facing applications and solutions, business-critical production and logistics solutions, or back office financial systems, among others.

- 31 Capacity building** Capacity-building is defined as the process of developing and strengthening the skills, instincts, abilities, processes and resources that organizations and communities need to survive, adapt, and thrive in a fast-changing world. An essential ingredient in capacity-building is transformation that is generated and sustained over time from within; transformation of this kind goes beyond performing tasks to changing mind-sets and attitudes.
- 32 Capital** Capital is a term for financial assets, such as funds held in deposit accounts and/or funds obtained from special financing sources such as investment or loans. In simple terms, money available to invest the total of accumulated assets available for production or services.
- 33 Cash flow** The actual movement of cash within a business; the analysis of how much cash is needed and when that money is required by a business within a period of time
- 34 Cash grant/cash transfer** Provision of money to targeted households or persons, given without any requirement to work. Can be given as emergency relief, for support to livelihood recovery, or as a social safety net.
- 35 Central Public Procurement Portal** Central Public Procurement Portal (CPPP), a Government of India online portal that has been setup with the primary objective of providing single point access to the information on procurement made across various Ministries/ Departments and all the organisations under them. Start-ups may now register on eprocure.gov.in and etenders.gov.in to become
- 36 Collateral** Something of value given or held as a pledge that a debt or obligation will be fulfilled
- 37 Commercialization** Commercialization or commercialisation is the process of introducing a new product or production method into commerce—making it available on the market. The term often connotes especially entry into the mass market, but it also includes a move from the laboratory into commerce.
- 38 Company Spokesperson** A person who represents a company, industry or cause in the media.
- 39 Competition** Rivalry in business for customers or markets. Competition in a free market leads to lower prices and produces better quality goods and services for customers.

- 40 **Convertible Debentures** A convertible debenture is a type of long-term debt issued by a company that can be converted into shares of equity stock after a specified period. Convertible debentures are usually unsecured bonds or loans, often with no underlying collateral backing up the debt.
- 41 **Corporate Culture** A blend of the values, beliefs, taboos, symbols, rituals and myths all companies develop over time
- 42 **Corporate Governance** Rules and safeguards designed to ensure that a company's executives and employees behave legally and ethically.
- 43 **Corporate Social Responsibility** Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable - to itself, its stakeholders, and the public
- 44 **Corporation** A voluntary organization of persons, either actual individuals or legal entities, legally bound together to form a business enterprise; an artificial legal entity created by government grant and treated by law as an individual entity.
- 45 **Creative thinking** Thought process that involves looking at a situation or object in new ways; also called lateral thinking
- 46 **Creativity** Creativity is the ability to come up with new ideas and to identify new and different ways of looking at a problem and opportunities
- 47 **Credit Guarantee Fund** The Credit Guarantee Fund Scheme for Micro and Small Enterprises (CGSE) was launched by the Government of India (GoI) to make available collateral-free credit to the micro and small enterprise sector. Both the existing and the new enterprises are eligible to be covered under the scheme.
- 48 **Dairy Entrepreneurship Development Scheme** The department of Animal Husbandry, dairying and fisheries is implementing Dairy Entrepreneurship Development Scheme (DEDS) for generating self-employment opportunities in the dairy sector, covering activities such as enhancement of milk production, procurement, preservation, transportation, processing and marketing of milk by providing back ended capital subsidy for bankable projects. The scheme is being implemented by National Bank for Agriculture and Rural Development (NABARD)

- 49 **Debt Capital** Debt capital is the capital/finance that a business raises by taking out a loan or other financial security (in this context, debt capital can be an alternative to equity capital).
- 50 **Debt linked** Debt instruments are tools an individual, government entity, or business entity can utilize for the purpose of obtaining capital. Debt instruments provide capital to an entity that promises to repay the capital over time. Loans and bonds are the types of debt instruments.
- 51 **Delegation** The assignment to others of the authority for particular functions, tasks and decisions
- 52 **Demographics** A statistical view of a population, generally including age, gender, income, schooling, occupation and so on
- 53 **Distributors** Individuals or businesses that purchase the right to sell ABC Corp.'s products but not the right to use ABC's trade name (ABC - Dummy Company Name)
- 54 **Due diligence of start-ups** In the world of start-ups, the term 'due diligence' refers to an audit of a company that has been performed in order to discover possible business liabilities or deficiencies in light of a planned business transaction, such as an acquisition or an investment. In simple terms, it is the process performed by investors to assess the viability of an investment target, and to ensure that the information provided by the start-up is accurate.
- 55 **Ecosystem** It consists of many players, ranging from the government to universities that play an important role in fostering entrepreneurship.
- 56 **Economic Development** Economic development is the process by which the economic well-being and quality of life of a nation, region, local community, or an individual are improved according to targeted goals and objectives.
- 57 **Economic Growth** Economic growth can be defined as the increase or improvement in the inflation-adjusted market value of the goods and services produced by an economy over a certain period of time. Increases in capital goods, labor force, technology, and human capital can all contribute to economic growth.

58	Economic security	Economic security is 'the condition of an individual, household or community that is able to cover its essential (economic) needs (including food) and unavoidable expenditures in a sustainable manner, according to its cultural standards'.
59	Economic Self-sufficiency	Economic self-sufficiency implies that each individual has the means to insure sufficient revenue and increasing stability. That every member of the most vulnerable groups has a secure and sufficiently remunerated occupational activity as soon as possible.
60	Ecosystem	An ecosystem is an interconnected environment with diverse players and systems that support each other.
61	Enterprise	IT is an organization, especially a business, or a difficult and important plan, especially one that will earn money.
62	Entity	Private Limited Company (under The Companies Act, 2013) or a Registered Partnership Firm (under The Indian Partnership Act, 1932) or Limited Liability Partnership (under The Limited Liability Partnership Act, 2008)
63	Entrepreneur	An intuitive, resourceful, tenacious actor who is able to recognize and develop risky opportunities with potential for innovation, and who adds value to what already exists by setting up activities that involve a scarce use of resources.
64	Entrepreneurship	The Entrepreneurship is the practice of starting new businesses or developing new products or services.
65	Equipment	Physical property of a more or less permanent nature ordinarily useful in carrying on operation, other than land, buildings, or improvements to either of them. Examples are machinery, tools, trucks, cars, ships, furniture and furnishings.
66	Equity	A financial investment in a business. An equity investment carries with it a share of ownership of the business, a stake in the profits, and a say in how it is managed.
67	Equity financing	Equity financing involves selling a portion of a company's equity in return for capital.
68	Equity sharing	Start-up equity refers to the degree of ownership stakeholders have of a company. This typically refers to the value of shares that founders, investors, and employees are

issued. As a founder, he wants to make sure sharing ownership of his business is done thoughtfully and productively.

69	Evaluation	The systematic and objective assessment of an on-going or completed operation, programme or policy, its design, implementation and results. The aim is to determine the relevance and fulfilment of objectives, as well as efficiency, effectiveness, impact and sustainability.
70	Excess Capacity	Volume or capacity over and above that which is needed to meet peak planned or expected demand.
71	Excess demand	The situation in which the quantity demanded at a given price exceeds the quantity supplied.
72	Executive Summary	A nontechnical summary statement at the beginning of a business plan that's designed to encapsulate your reason for writing the plan
73	Existence	It is the 1st stage of the start-up development phases.
74	Family business	A business actively owned and/or managed by more than one member of the same family
75	Financial Management	Financial Management is the application of general principles of management to the financial possessions of an enterprise
76	Financial Projections	Estimates of the future financial performance of a business
77	Financial Statement	A written report of the financial condition of a firm. Financial statements include the balance sheet, income statement, statement of changes in net worth and statement of cash flow.
78	Founder	A founder is a person who has an idea for a business or product and transforms that idea into a start-up or company. Start-ups often feature multiple partners with unique capabilities, all dedicated to building a company's groundwork before hiring their first employee.
79	Fund raising	Generally a term used to represent the process of generating capital via exchanging equity for external investment (can also include alternative means of generating capital such as crowd funding or debt finance).

- 80 Funding** Funding refers to the money required to start and run a business. It is a financial investment in a company for product development, manufacturing, expansion, sales and marketing, office spaces, and inventory. Many start-ups choose to not raise funding from third parties and are funded by their founders only (to prevent debts and equity dilution). However, most start-ups do raise funding, especially as they grow larger and scale their operations.
- 81 Government Contracts** Agreements that outline business transactions between companies and government entities
- 82 Government e-marketplace** Government e Marketplace (GeM) is an online platform for public procurement in India.
- 83 Grant** Money provided by a government agency or other organization that does not need to be repaid and does not purchase equity.
- 84 Growth** Growth is a dynamic process - a change in size from one moment to another - that shapes the new venture as the process unfolds.
- 85 Handholding** Handholding is a careful support or guidance in starting the business from good idea to good business.
- 86 Home Based Business** A business whose primary office is in the owner's home. The business can be any size or any type as long as the office itself is located in a home.
- 87 Household** A group of people, each with different abilities and needs, who live together most of the time and contribute to a common economy, and share the food and other income from this.
- 88 Household economy** The sum of ways in which households access, strengthen and maintain their cash and in-kind incomes to cover their essential needs (food, cash income, and assets such as savings, livestock, land etc).
- 89 Income statement** Also known as a "profit and loss statement", it shows a firm's income and expenses and the resulting profit or loss over a specified period of time.
- 90 Incubation** Incubation is a unique and highly flexible combination of business development processes, infrastructure and people,

designed to nurture and grow new and small businesses by supporting them through the early stages of development

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| 91 | Information Technology | A term that encompasses all forms of technology used to create, store, exchange and utilize information in its various forms including business data, conversations, still images, motion pictures and multimedia presentations |
| 92 | Innovation | Innovation refers to an individual or organization creating new ideas, such as new products, workplace processes and upgrades to existing services or products. In business, innovation can promote growth, help ensure the organization can compete with new market trends and help generate profit. |
| 93 | Intellectual Property | An intangible asset of value. The protections of IP—trademarks, copyrights and patents—determine if you can prevent other people from copying these creations, and whether or not you yourself can use them freely. |
| 94 | Intellectual Property Rights Licensing | A licensing is a partnership between an intellectual property rights owner (licensor) and another who is authorized to use such rights (licensee) in exchange for an agreed payment (fee or royalty). |
| 95 | Interest | The cost incurred in borrowing and using someone else's money or alternatively, the income earned by allowing others to use your money |
| 96 | Intrapreneur | Someone who takes on entrepreneur like ventures within a large corporate environment. |
| 97 | Invention | The creation of a new technology, item, or process, as opposed to its application in widespread use. |
| 98 | Investment Capital | Initial investment capital necessary for starting a business usually consisting of inventory, equipment, pre-opening expenses and leasehold. |
| 99 | Iteration | When creating something new as an entrepreneur, iteration describes the process of refining the idea or concept. The spirit of entrepreneurship urge towards iterating in small steps towards “better” instead of hoping one large step gets us to “best.” |

100	Kiosks	A small, enclosed stand from which merchandise is sold, often placed in the common area of a shopping centre or public concourse
101	Land reform	A deliberate attempt to reorganise and transform existing agrarian systems with the intention of improving the distribution of agricultural incomes and thus fostering rural development. Among its many forms, land reform may entail provision of secured tenure rights to the individual farmer, transfer of land ownership away from small classes of powerful landowners to tenants who actually till the land, appropriation of land estates for establishing small new settlement farms, or instituting land improvements and irrigation schemes.
102	Lean start-up	A method used to validate a business concept quickly and cheaply when founding a new company or introducing a new product.
103	License	Formal permission to conduct business
104	Limited Liability Company (LLC)	A legal entity that is not taxable itself and distributes the profits to its owners, but shields personal assets from business debt like a corporation.
105	Limited Partnership	A business arrangement in which the day-to-day operations are controlled by one or more general partners and funded by limited or silent partners who are legally responsible for losses based on the amount of their investment.
106	Liquidity	The ability of an asset to be converted to cash as quickly as possible and without any price discount.
107	Liquidity	The ability of a business to meet its financial responsibilities. The degree of readiness where assets can be converted into cash without loss.
108	Manufacturing business	Any business that uses components, parts or raw materials to make a finished good. These finished goods can be sold directly to consumers or to other manufacturing businesses that use them for making a different product.
109	Market	A set of potential or real buyers or a place where there is a demand for products or services. Actual or potential buyers of a product or service.

- 110 Market Analysis** Research intended to understand how a market usually functions, how it has been impacted by a crisis and to identify the need for and most appropriate type of support. Research can include information on supply and demand, price changes and income/salary data.
- 111 Market demand** Total volume purchased in a specific geographic area by a specific customer group in a specified time period under a specified marketing program.
- 112 Market entry strategy** Market entry strategy is a planned distribution and delivery method of goods or services to a new target market. In the import and export of services, it refers to the creation, establishment, and management of contracts in a foreign country.
- 113 Market forecast** An anticipated demand that results from a planned marketing expenditure
- 114 Market Research** The process of gathering, analysing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face
- 115 Market share** A company's percentage share of total sales within a given market.
- 116 Market Surveys** The study of the spending characteristics and purchasing power of the consumer who are within your business's geographic area of operation; a research method for defining the market parameters of a business.
- 117 Market Testing** To test multiple marketing scenarios and select the most promising for start-ups or expansion.
- 118 Merchant Status** The relationship between a company and a bank or credit card company that allows the company to accept credit card payments from its customers

- 119 Micro enterprise** Micro-enterprise is generally defined as a small business employing nine people or fewer, and having a balance sheet or turnover less than a certain amount (e.g. €2 million). The terms microenterprise and microbusiness have the same meaning, though traditionally when referring to a small business financed by microcredit the term microenterprise is often used.
- 120 Microeconomics** The branch of economics concerned with individual decision unit - firms and households - and the way in which their decisions interact to determine relative prices of goods and factors of production and how much of these will be bought and sold. The market is the central concept in microeconomics.
- 121 Mission** An entrepreneurial mission is a clear expression of an organization's reason for being that defines its primary long-term goal and often includes an abbreviated plan of action for how to reach that goal. A mission statement is written by answering these questions: Who are we? What do we make or do? Why do we exist as an enterprise?
- 122 Net worth** The total value of a business in financial terms. Net worth is calculated by subtracting total liabilities from total assets.
- 123 Network marketing** A business model in which a distributor network is needed to build the business. Usually such businesses are also multilevel marketing in nature in that pay-outs occur at more than one level.
- 124 Networking** Developing business contacts to form business relationships, increase knowledge, expand business base, or serve the community.
- 125 Nodal Agency** Nodal agency is a direct concern office which is deputed either for consultation, execution/implementation or supervision or combined of all above for a particular scheme or project initiated by the government. It can be defined for state as well as central.

- 126 Non-profit corporation** A business organization that serves some public purpose and therefore enjoys special treatment under the law. Non-profit corporations, contrary to their name, can make a profit but can't be designed primarily for profit-making.
- 127 Objectives/Goals** An organization needs to establish concrete goals for its products and services to remain viable. Goals should be stated in precise terms that are appropriate for the marketplace.
- 128 Owner's Salary** The wages a business owner pays himself for work done for the business
- 129 Partnership** Two or more individuals who operate a continuing business for profit. A partnership is legally regarded as a group of individuals rather than as a single entity, and each of the partners file their share of the profits on their individual tax returns.
- 130 Patent** A patent is a type of intellectual property that gives its owner the legal right to exclude others from making, using, or selling an invention for a limited period of time in exchange for publishing an enabling disclosure of the invention.
- 131 Pivot** A pivot means fundamentally changing the direction of a business when you realize the current products or services aren't meeting the needs of the market. The main goal of a pivot is to help a company improve revenue or survive in the market, but the way an entrepreneur pivot the business can make all the difference.
- 132 Planning** Planning is the process of thinking regarding the activities required to achieve a desired goal. Planning is based on foresight, the fundamental capacity for mental time travel.
- 133 Point of Sale (POS) System** A computerized network operated by a main computer and linked to several checkout terminals
- 134 Pradhan Mantri Mudra Yojana** Micro Units Development and Refinance Agency Ltd. [MUDRA] is an NBFC supporting development of micro enterprise sector in the country. MUDRA provides refinance support to Banks / MFIs for lending to micro units having loan requirement upto 10 lakh. MUDRA provides refinance to micro business under the Scheme of Pradhan Mantri MUDRA Yojana. The other products are for development support to the sector. The

bouquet of offerings of MUDRA is depicted below. The offerings are being targeted across the spectrum of beneficiary segments.

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| 135 | Pre-incubation | It typically represents the process which works with entrepreneurs who are in the very early stages of setting up their company. Usually, entrepreneurs come into such programs with just an idea of early prototype of their product or service. Such companies can graduate into full-fledged incubation programs. |
| 136 | Product | Anything capable of satisfying needs, including tangible items, services and ideas. |
| 137 | Productivity | The output of goods and services in the economy or in an industry from the effective use of various inputs (such as skilled workers, capital equipment, managerial know-how, technological innovation, and entrepreneurial activity) used to produce those goods and services. |
| 138 | Profit | Financial gain, returns over expenditures |
| 139 | Profit margin | The difference between your selling price and all of your costs. |
| 140 | Promoting Innovations in Individuals, Start-ups and MSMEs (PRISM) | PRISM (Promoting Innovations in Individuals, Start-ups and MSMEs) scheme aims at to support individual innovators which will enable to achieve the agenda of inclusive development - one of the thrust areas of XIIth five year plan (2012-2017). It would also provide support to institutions or organizations set up as Autonomous Organization under a specific statute or as a society registered under the Societies Registration Act, 1860 or Indian Trusts Act, 1882 leading to development of state-of-art new technology solutions aimed at helping MSME clusters. |
| 141 | Prototype | A prototype is an early sample, model, or release of a product built to test a concept or process. |
| 142 | Prototype development | Prototype development is a key process to develop and create a successful product. It is a challenging task to create profitable and economically viable manufacturing solutions in a competitive global market environment. |

- 143 Public Relations (PR)** Public Relation is the practice of managing and disseminating information from an individual or an organization to the public in order to affect their public perception.
- 144 Registrations** A start-up is registered with an objective to solve a problem. For a start-up to be registered with the Start-up India initiative, it must be working towards innovating something new or improving the existing technology to solve a problem.
- 145 Request for proposal (RFP)** Formal way of asking a company to make a bid for a sale; includes details about what the prospect values.
- 146 Revenue** The total income a business firm or government receives from all the sources
- 147 Risk** The likelihood of undesirable, unforeseen, or uncontrollable events occurring
- 148 Rural areas** A rural area or countryside is a geographic area that is located outside towns and cities. Typical rural areas have a low population density and small settlements. Agricultural areas and areas with forestry typically are described as rural.
- 149 Rural employment** The term “rural employment” covers any activity, occupation, work, business or service performed in rural areas for remuneration, profit, social or family gain, in cash or in kind. It applies to waged and salaried workers as well as self- employed workers (including contributing family workers).
- 150 Rural poverty** Rural poverty refers to poverty in rural areas, including factors of rural society, rural economy, and political systems that give rise to the poverty found there.
- 151 Scalability** Scalability is the ability of a company, project, or other undertaking to be able to adapt to larger demand by allowing greater supply.
- 152 Seed fund** Seed fund is a form of securities offering in which an investor invests capital in a start-up company in exchange for an equity stake in the company
- 153 Self-employment** Self-employment is the state of working for oneself rather than an employer. Tax authorities will generally view a person as self-employed if the person chooses to be

recognised as such or if the person is generating income for which a tax return needs to be filed.

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| 154 | Self-financing | Obtaining the funds for growth from existing operations, for example, by reinvention cash reserves |
| 155 | Selling Your Business | The process of putting your business up for sale by an individual or other company |
| 156 | Service business | A retail business that deals in activities for the benefit of others |
| 157 | Single Point Registration Scheme | The Government is the single largest buyer of a variety of goods. With a view to increase the share of purchases from the small-scale sector, the Government Stores Purchase Programme was launched in 1955-56. NSIC registers Micro & small Enterprises (MSEs) under Single Point Registration scheme (SPRS) for participation in Government Purchases. |
| 158 | Small business | Small businesses are corporations, partnerships, or sole proprietorships which have fewer employees and/or less annual revenue than a regular-sized business or corporation. Businesses are defined as "small" in terms of being able to apply for government support and qualify for preferential tax policy varies depending on the country and industry. |
| 159 | Small Business Development Centres | University-based centres for the delivery of joint government, academic and private sector services for the benefit of small business. |
| 160 | Sole Proprietorship | A sole proprietorship, also known as a sole tradership, individual entrepreneurship or proprietorship is a type of enterprise owned and run by one person and in which there is no legal distinction between the owner and the business entity. A sole trader does not necessarily work alone and may employ other people. |
| 161 | Special Purpose Vehicle | Special Purpose Vehicle (SPV) is a separate legal entity mostly created for a single, well-defined and specific lawful purpose. It acts as the bankruptcy remote for the main parent company. In case of the company's bankruptcy, the SPV can carry its obligations as the operations are restricted to the buying and financing of specific assets and projects. |

- 162 Stand Up India Scheme** Stand Up India Scheme facilitate bank loans between 10 lakh and 1 crore to atleast one scheduled caste (SC) or Scehduled Tribe, borrower and atleast one women per bank branch for setting up a greenfield enterprise. This enterprise may be in manufacturing, services or the trading sector. In case of non-individual enterprises at least 51% of the shareholding and controlling stake should be held by either an SC/ST or Woman entrepreneur.
- 163 Start-up** Start-up means an entity, incorporated or registered in India not prior to five years, with annual turnover not exceeding INR 25 crores in any preceding financial year, working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property. Provided that such entity is not formed by splitting up, or reconstruction, of a business already in existence. Provided also that an entity shall cease to be a Start-up if its turnover for the previous financial years has exceeded INR 25 crore or it has completed 5 years from the date of incorporation/ registration. Provided further that a Start-up shall be eligible for tax benefits only after it has obtained certification from the Inter-Ministerial Board, setup for such purpose.
- 164 Start-up capital** Another term for seed money or start-up investment
- 165 Start-up investment** One-time sum required to start a business and cover start-up costs. Also called seed money or start-up capital.
- 166 State Channelizing Agencies (SCAs)** Channelizing Agency means the State level Minorities Finance and Development Corporations or any other State Corporation nominated by the respective State Governments/Union Territory Administrations for routing the funds/benefits/assistance of the Company to one or more members of Minorities.
- 167 Strategic Alliance** A strategic alliance is an agreement between two or more parties to pursue a set of agreed upon objectives needed while remaining independent organizations. The alliance is cooperation or collaboration which aims for a synergy where each partner hopes that the benefits from the alliance will be greater than those from individual efforts. The alliance often

involves technology transfer (access to knowledge and expertise), economic specialization, shared expenses and shared risk.

- 168 Strategic plan** Lays out a broad course of action to achieve a long-term goal, typically three to five years in the future
- 169 Subsidy** A subsidy is a direct or indirect payment to individuals or firms, usually in the form of a cash payment from the government or a targeted tax cut. It is a financial aid from the government to support an industry or public service.
- 170 Succession Plan** The process of planning for the day a business owner decides to step down from their leadership role
- 171 Support for International Patent Protection in Electronics and & Information Technology (SIP-EIT)** SIP-EIT is a scheme to provide financial support to MSMEs and Technology Start-up units for international patent filing to encourage innovation and recognize the value and capabilities of global IP along with capturing growth opportunities in ICTE sector.
- 172 Survival** The term survival is used to describe a venture that struggles to stay in business on a continuous basis.
- 173 Survival threshold** The total food and cash income required to cover the food and non-food items necessary for survival in the short term. It includes (i) 100% of minimum food energy needs; (ii) the costs associated with food preparation and consumption; and (iii) where applicable, the cost of water for human consumption.
- 174 Sustainability** Sustainability is often thought of as a long-term goal (i.e. a more sustainable world), while sustainable development refers to the many processes and pathways to achieve it.
- 175 Sustainable** Meeting the planet's current needs while preserving resources for future generations.
- 176 Sustainable economic development** Economic development that does not harm society or the environment. It ensures that human and natural resources are maintained for future generations.
- 177 Sustainable Finance Scheme** SIDBI has introduced a new scheme called the Sustainable Finance Scheme for funding sustainable development

projects that contribute energy efficiency and cleaner production but not covered under the international or bilateral lines of credit. All sustainable development projects such as renewable energy projects, Bureau of Energy Efficiency (BEE) star rating, green microfinance, green buildings and eco-friendly labelling, etc. are applicable for the scope of this scheme.

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| 178 | Sustainable livelihood | Sustainable livelihoods refer to people's capacity to generate and maintain their means of living, and enhance their own well-being as well as that of future generations. Households have sustainable livelihoods when they can cope with and recover from shocks and economic stress, and can maintain their capabilities and assets without undermining their natural environment. |
| 179 | Target Market | A specific group of consumers at which a company aims its products and services. They are the group of potential clients sharing certain characteristics, tending to behave in similar ways and likely to be attracted to a specific combination of products and services. |
| 180 | Term Loan | Term loan is a short to long term loan given by banks to business. Businesses utilise this amount to meet its working capital requirements, asset purchase, expansion, etc. The period and interest of term loan depend on the type of loan product selected by the business. Term loans are also known as instalments loans. |
| 181 | The Venture Capital Assistance Scheme | Venture Capital Assistance is financial support in the form of an interest free loan provided by SFAC to qualifying projects to meet shortfall in the capital requirement for implementation of the project. |
| 182 | Trade Association | An organization that represents the interests of the member firms of an industry |
| 183 | Trademark | Grants a business the exclusive right to use the mark, words, symbols, or title in commerce. |
| 184 | Trademark | Any symbol, word or combination thereof used to represent or identify a product. A service mark means the same thing, but identifies a service. |

- 185 Traditional occupation** Traditional occupations have been described as occupations practised by successive generations, rooted in customs and practices and focused on subsistence economies, pre-dating colonisation and the industrial revolution
- 186 Turnover** Business turnover is the complete sum of sales made over a given period.
- 187 Unicorn** The term unicorn refers to a privately held start-up company with a value of over \$1 billion. It is commonly used in the venture capital industry. The term was first popularized by venture capitalist Aileen Lee.
- 188 Unsecured loan** Short-term source of borrowed capital for which the borrower does not pledge any assets as collateral
- 189 Urban areas** An urban area is the region surrounding a city. Most inhabitants of urban areas have non-agricultural jobs. Urban areas are very developed, meaning there is a density of human structures such as houses, commercial buildings, roads, bridges, and railways. "Urban area" can refer to towns, cities, and suburbs.
- 190 Urban employment** It provided employment to the unemployed and underemployed urban poor through self-employment and wage employment.
- 191 Valuation** Valuation is the process of determining the economic value of a business, giving owners an objective estimate of the value of their company. Typically, a business valuation happens when an owner is looking to sell all or a part of their business, or merges with another company.
- 192 Valuation** Start-up valuation is the process of quantifying the worth of a company, i.e. its valuation. During the seed funding round, an investor pours in funds in a start-up in exchange for a part of the equity in the company. This is why valuation is important for entrepreneurs as it helps in determining the equity which they have to give to a seed investor in exchange of funds.
- 193 Value analysis** Process for assessing the performance of a good or service relative to its cost

- 194 Venture Capital** It is the most well-known form of start-up funding. Venture Capitalists (VCs) typically reserve additional capital for follow-up investment rounds. Another huge value that VCs provide is access to their networks for employees or clients for products or services of the start-up.
- 195 Venture Capitalist** It is the most well-known form of start-up funding. Venture Capitalists (VCs) typically reserve additional capital for follow-up investment rounds. Another huge value that VCs provide is access to their networks for employees or clients for products or services of the start-up.
- 196 Vision** A vision statement outlines the venture’s broader purpose of what the entrepreneur sees the venture growing into in the future. Before creating a focused mission statement and goals, one must develop a vision statement that allows you look into the future to answer this question: “What might we become someday if our organization were the best possible version of itself?”
- 197 Vulnerability** The conditions determined by physical, social, economic, environmental and political factors or processes, which increase risk and susceptibility of people to the impact of hazards.
- 198 Women-centric development** IT is an inclusive approach of integrating women into its development programmes with focus on quality of life, reduction in hardship and capacity building.
- 199 Women Entrepreneur** Women entrepreneurs are those women who organize and manage an enterprise, especially a business.
- 200 Working Capital** The excess of current assets over current liabilities. The cash need to keep the business running from day to day.