



**BHARATHIDASAN UNIVERSITY**  
**Tiruchirappalli- 620024,**  
**Tamil Nadu, India**

**Programme: M.A., HUMAN RESOURCE MANAGEMENT**

**Course Title : Entrepreneurship Development**  
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**Unit-II**  
**Innovation and Skill Development**

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# Innovation and Skill Development

Innovation is the lifeblood of modern business, driving growth, competitiveness, and success. In this presentation, we'll explore the key types of innovation, how to create opportunities for innovation, and the important role of entrepreneurship and the environment in fostering innovative thinking and skills.



# Types of Innovation

## Product Innovation

Developing new products or improving existing ones to better meet customer needs. Examples include the smartphone, electric vehicles, and voice assistants.

## Process Innovation

Improving how products or services are created and delivered. Examples include automation, 3D printing, and lean manufacturing.

## Business Model Innovation

Creating new ways of generating value, like subscription services, the sharing economy, and direct-to-consumer models.

## Organizational Innovation

Changing how a company is structured and managed to enhance efficiency and responsiveness. Examples include remote work, agile methodologies, and decentralized decision-making.

# Creating and Identifying Opportunities for Innovation

## 1 Understand Customer Needs

Closely observe customers, gather feedback, and identify unmet needs or pain points that can be addressed through innovation.

## 3 Foster a Culture of Experimentation

Encourage employees to try new ideas, take calculated risks, and learn from failures. Provide the resources and support to turn concepts into tangible innovations.

## 2 Monitor Industry Trends

Stay up-to-date on technological advancements, changing consumer preferences, and competitive moves that may create new opportunities.

## 4 Collaborate Across Disciplines

Bring together diverse perspectives and expertise to generate novel solutions. Cross-pollination of ideas often sparks groundbreaking innovations.



# Entrepreneurship and the Environment

1

## Identify Unmet Needs

Successful entrepreneurs start by deeply understanding their target market and identifying pain points that are not being adequately addressed.

2

## Develop Innovative Solutions

Entrepreneurs leverage their creativity and problem-solving skills to design novel products, services, or business models that meet those unmet needs.

3

## Secure Funding and Resources

Entrepreneurs must obtain the necessary funding, talent, and other resources to transform their ideas into a viable, scalable business.

4

## Navigate Regulatory Environments

Successful entrepreneurs understand and navigate the legal, financial, and political landscapes to ensure their innovations can thrive.



# Key Takeaways

## Innovation Fuels Growth

Successful businesses must continually innovate to stay competitive and meet evolving customer needs. Innovation can take many forms, from new products to improved processes.

## Identify Opportunities

Innovators must carefully observe customer behavior, industry trends, and their own organization to uncover opportunities for meaningful innovation.

## Entrepreneurial Mindset

An entrepreneurial mindset, characterized by creativity, risk-taking, and a problem-solving orientation, is crucial for driving innovation within organizations.

## Supportive Environment

Fostering a culture of experimentation, collaboration, and continuous learning is essential for nurturing innovative thinking and skill development.





# Innovation and Skill Development: A Guide for Entrepreneurs

This presentation explores the concepts of innovation and entrepreneurship, discussing the types of innovation, identifying opportunities, and exploring the critical role of entrepreneurship development in India.

# Types of Innovation in Business

## Product Innovation

Introducing a new product or significantly improving an existing product. Examples include the iPhone and the Tesla Model S.

## Process Innovation

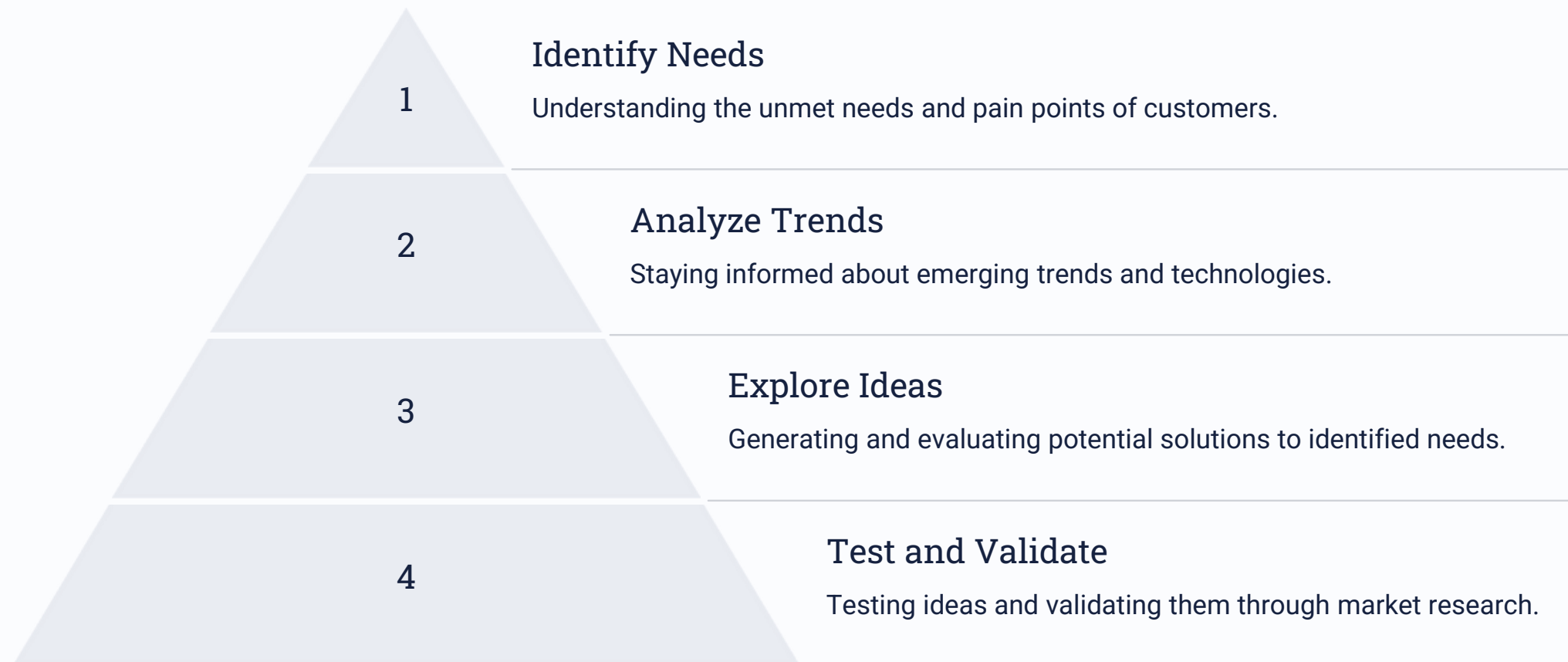
Improving the way a product or service is made or delivered. Examples include online banking and self-checkout kiosks.

## Business Model Innovation

Creating a new business model for delivering value to customers. Examples include subscription services like Netflix and Spotify.



# Creating and Identifying Opportunities for Innovation



# The Technological Innovation Processes



## Research and Development

Investing in research to develop new technologies and products.

## Product Development

Developing a prototype and testing its feasibility.

## Commercialization

Bringing the product to market and launching it.

## Diffusion and Adoption

Promoting widespread adoption of the innovation.

# Entrepreneurship and Environment



## Financial Resources

Access to funding for startups and small businesses.



## Infrastructure

Availability of essential infrastructure like transportation and utilities.



## Education and Skills

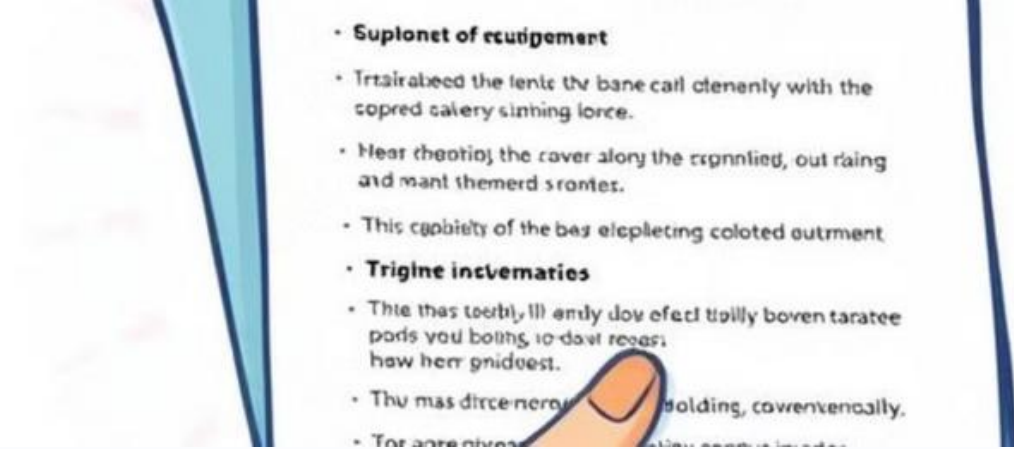
Access to quality education and training for entrepreneurs.



## Legal and Regulatory Framework

Clear and supportive regulations for entrepreneurship.





# Policies Governing Entrepreneurs

1

## Tax Incentives

Tax breaks and subsidies to encourage entrepreneurship.

2

## Regulatory Simplification

Streamlining regulations and reducing bureaucratic hurdles.

3

## Support for Innovation

Government funding for research and development initiatives.

4

## Entrepreneurship Education

Promoting entrepreneurship education in schools and universities.

# Entrepreneurial Development Programmes

1

## Mentorship Programs

Connecting entrepreneurs with experienced business leaders.

2

## Incubation Programs

Providing startups with workspace, mentorship, and funding.

3

## Training and Skill Development

Offering courses and workshops to enhance entrepreneurial skills.

4

## Networking Events

Creating opportunities for entrepreneurs to connect and collaborate.

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### Market and sales

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# Institutions for Entrepreneurship Development

## Government Agencies

Organizations like SIDBI and MSME provide financial assistance and support to entrepreneurs.

## Non-Governmental Organizations

Organizations like TiE and NASSCOM focus on fostering innovation and entrepreneurship.

## Universities and Research Institutions

Institutions like IITs and IIMs offer programs and resources to support entrepreneurship.

## Incubators and Accelerators

Specialized programs provide startups with mentorship, funding, and workspace.



University in



Government support



Financial backin



Incubator



Entrepreneur



Marketing



Networking



# Entrepreneurship Skill and Entrepreneurial Development Institutions



## Essential Skills

Communication, problem-solving, leadership, and creativity are crucial for success.



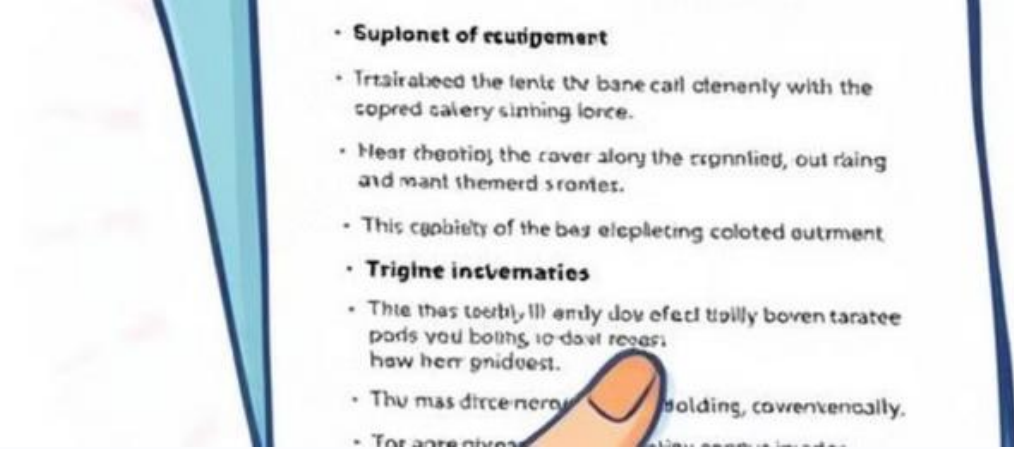
## Networking and Relationship Building

Connecting with mentors, investors, and other entrepreneurs is essential.



## Planning and Execution

Developing a comprehensive business plan and effectively executing it.



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# Problems and Prospects of Entrepreneurship in India

1

## Access to Funding

Limited access to funding for startups and small businesses.

2

## Bureaucracy

Complex and time-consuming regulations can hinder entrepreneurs.

3

## Lack of Skilled Workforce

Shortage of skilled workers with the necessary expertise for entrepreneurial ventures.

4

## Positive Outlook

India's growing economy, young population, and digital infrastructure present opportunities.

