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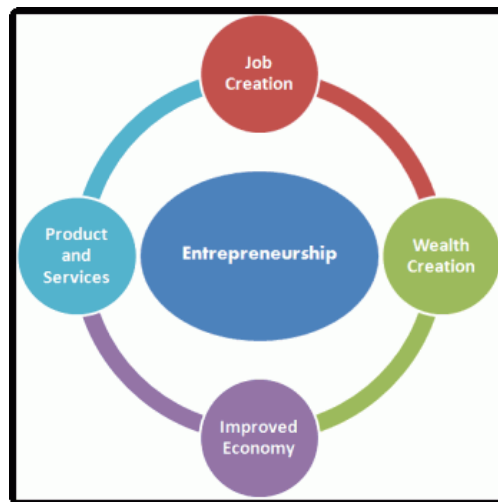
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INTRODUCTION:

Entrepreneurship is undoubtedly one of the most powerful means of promoting economic progress, Because of the entrepreneurial activities that are taking place all around the world, more and more countries are experiencing growth (iEDteam, 2020). As a start-up or a business owner who is only now beginning to understand the concept of entrepreneurship, we understand that this may appear to be a monumental path. You work hard, and your efforts may appear to be more difficult than they are (Acs, 2006). Entrepreneurs must understand that their work extends beyond simply making a profit and expanding their business to a larger scale, all that personal and professional development has a significant societal influence (pay4, 2020).



Source: (NWOKIKE, 2020)

Enterprise:

An enterprise is a word that is used in the business world to describe a project or venture that is done for money, as in "business enterprise," this word is often used with the word "business" in the same way. Usually, by extension, it refers to the business entity that is running the project and is thus the same as "undertaking," "company," or "firm. (R. S. Khemani, 1993)"

"Business enterprise is an organ of society. There is only one valid definition of business purpose: to create a customer". (Drucker, 2013)

Entrepreneurship:

Scholars who study entrepreneurship say that "Entrepreneurship is the process by which individuals pursue opportunities without regard to the resources they currently have." This is how they describe it. Many people think of entrepreneurship as the art of making an idea into a business (Barringer, 2018).

Intrapreneur:

Intrapreneurs are people who work for a company and have a special idea or project that they must work on. They are given the time and freedom to work on the project like a business owner would (ESTEVEZ, 2021).

(Stephen, 2020)

Policy Makers:

This means that those who make decisions about what happens in a company, such as the Board of Directors and management committee, must be very cautious. Policymakers should be involved in the consultation process. "Not consulting" is a big charge. While people can provide valuable information, there are times when you need to conduct research, such as a survey or monitor an event. The policy maker's job is to collect information through consultation and research, then reduce and extract a policy or set of policies that help people do what they want (Stephen, 2020).

Some of the skills include:

- Keeping track of stats
- facilitating discussion groups
- People should be able to write policy documents in clear language.
- Getting outside help from experts this may include government personnel, other sport and recreation managers and academics in sport and recreation management (Stephen, 2020).

Profit Organizations and Types

Profit organizations are any business entities whose primary goal is to generate profit from their regular operations with the goal of increasing the wealth of their owners are referred to as profit organizations. The profit earned by such entities is either retained in the business to be used for future contingencies, in the form of reserves, or it is distributed to the shareholders in the form of a dividend to the shareholders, A sole proprietorship, a partnership, a Hindu Undivided Family, a joint venture, or a corporation are all business structures. Such trading concerns work continuously to reduce expenses while increasing revenues to increase profits, expand, and grow their businesses. They must keep their books of accounts to comply with tax and auditing requirements. Furthermore, a flat rate of tax is levied on the profits made by the business (S, 2018).

Forms of Business Organization



Source: (Radha, 2021).

Sole proprietorship:

A sole proprietorship is a person-owned and operated business. A sole proprietor works solely for himself. And he is solely responsible for the company's results. As a sole proprietor, you have complete control over your business (thefinancial, 2020). If you run a business but don't register as any other type, you're automatically a sole proprietor. Less than two people own a sole proprietorship. That is, your personal assets and liabilities are not separate. You may be personally liable for the business's debts. Sole traders can still get a trade name. Because you can't sell stock, banks are wary of lending to sole proprietorships (thefinancial, 2020).

Partnership Business:

In India, the most common and basic form of business organisation is a partnership company. Partners are parties who agree to work together on a project. Individuals, businesses, schools, and governments may form partnerships. Profit is the common goal of all partners in this business partnership (S, 2018). Hindu Undivided Family Business (HUF) This is an exclusive Indian business entity. So-called Hindu law governs such business structures. In a Hindu Undivided Family, any member of the family can co-own a business. In the business, these people are called coparceners. Karta is the Indian term for the head of a joint family business. He usually runs the company's finances and management (rifkindpatrick, 2020), Such businesses are vastly popular around the globe few of them are TATA, Morrisons, Cadbury's, M&S.

Corporation:

Corporations protect their owners from personal liability the best, but they are more expensive to form. Corporations also need more detailed records, processes, and reporting. Unlike individuals, partnerships, and LLCs, corporations pay income tax. Dividends paid to shareholders on their personal tax returns are sometimes taxed twice (sba, 2021). Corporations live separate lives from their shareholders. If a shareholder leaves or sells their shares, the Corp can continue to operate normally. Corporations have an advantage in raising capital because they can sell stock, which can be attractive to employees. Corporations are suitable for medium-risk businesses, businesses seeking funding, and businesses seeking to "go public" or be sold (sba, 2021).

Co-operative:

A cooperative is a business, organisation, or farm owned and operated by a group of people with a common goal. These co-owners run the business and share the profits and other benefits. Most members or co-owners of cooperatives work for or use the cooperative's services (Eric, 2020).

Among the benefits of a co-op:

- A cooperative's members follow the "one member, one vote" philosophy, which means everyone has a say regardless of investment (Gartenstein, 2018).
- Less disruption: Cooperatives allow members to join and leave without disrupting or dissolving the business (miemslou, 2020).

Some drawbacks are:

- Greater investors may choose other business structures that allow them to earn a larger share because the cooperative structure treats all investors equally (Vissers, 2019).
- Lack of accountability: Because cooperatives are less structured, members who don't fully participate or contribute risk alienating other members (Association, 2021).
- Cooperatives are common in retail, service, manufacturing, and housing. Credit unions, utility cooperatives, housing cooperatives, and food and agricultural retail stores are examples of cooperative businesses (Radha, 2021).

Value Creation and Value Capture

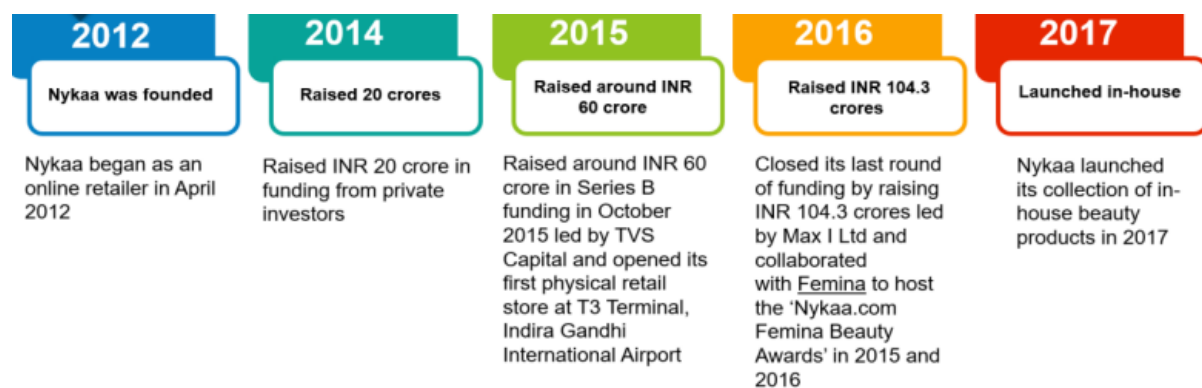
Value creation: The value creation model depicts how a system grows by adding value to the environment from which it derives its right to exist. In the model, the core competencies are those that enable the organisation to produce goods or services (Bryan, 2017).

Value Capture: It is one of the most fascinating and under-studied areas of business to study value capture a company's ability to generate profit from its transactions. In my reading and research, I've come across some material on the subject, though not always using the same terminology (Jorgenson, 2015).

Value Creation & Value Capture of NYKAA

Nykaa, which is derived from the Sanskrit word "Nayaka," which means actress or one who is in the limelight, is a multi-brand beauty e-tailer that sells cosmetics and wellness products under various brands. In India, the company's headquarters are in Mumbai. With over 850+ curated brands and 1 lakh products on its platform, Nykaa today ships across the length and breadth of the country to almost every zip code, ensuring that their mission is fulfilled. **Nykaa was founded in 2012** by Falguni Nayar and has grown significantly since then. **"Your beauty is our passion,"** says the team (nykaawhoarewe, 2021).

HISTORY OF NYKAA



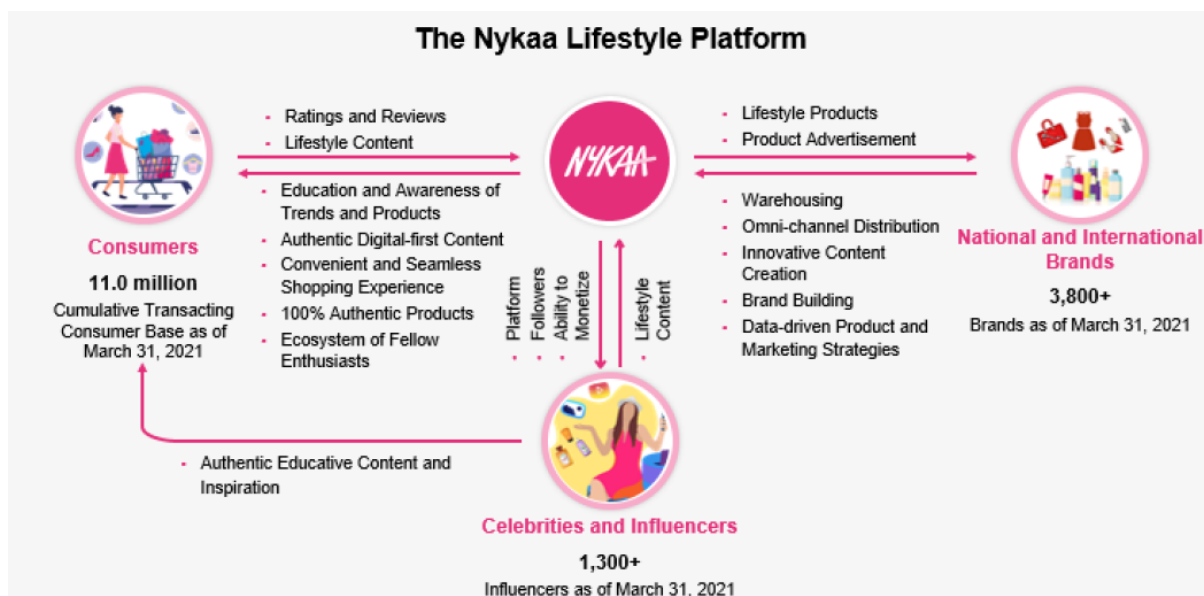
Source: (Learner, 2022)

Ex-Kotak Mahindra Capital Company manager Falguni Nayar is the person behind Nykaa.com, which sells beauty products. Falguni saw that there was a lot of money to be made in the online world, so she decided to start a business in the beauty field. In the beginning, the company got money from a lot of different investors. There were private investors who gave INR 20 crore to the company in 2014. In 2015, it got about INR 60 crore in Series B funding. INR 104.3 crores was the amount of money Nykaa raised in its last round of funding. On October 24, 2012, the first order was made for the product after it was launched in 2012 (businessstandard, 2021).

If you want to buy beauty, fashion, and health products, Nykaa is the place to go. You can buy them in stores and online, as well as get them from Nykaa.

The brand has an easy-to-use website and app, kiosks and pop-up stores, and dedicated offline stores that help it stay in the marketplace, Nykaa spends a lot of money on content marketing and other digital marketing efforts to attract, convert, and keep people who want to buy its products.

Even before people become customers, it uses the "community" method to help them get value from the site. People have given Nykaa a lot of praise, awards, and recognition for their new ideas in the retail and e-commerce industries. It has a unique omnichannel experience that makes it stand out and make it a one-of-a-kind brand. The start-up Nykaa is one of the most successful in India. I think it is one of the best companies in the field of beauty and well-being. It embodies trust, well-being, and care for all of its clients. Products that are worth the money, customer support, social media content like videos and blogs on Nykaa are all included in the price. Everything the company does is in line with the Nykaa marketing strategy and is meant to make customers happy even before they try the product. This is true even before they try the product. When you think about it this way, Nykaa has become the most successful omnichannel beauty platform in the world right now.



Source: (Agarwal, 2021)

Nykaa has created a network effect in that its ability to assist consumers with decision-making results in increased traffic and engagement, which in turn helps Nykaa gain deeper insights into consumer dynamics, which helps it improve the value proposition it can offer global brands, resulting in exclusive partnerships, and also assists Nykaa in identifying market gaps and then introducing its own brands to fill them (Agarwal, 2021).

A good thing about the e-commerce platform: Nykaa

Nykaa buy from the brands directly. This makes it easier to get a lot of money from the goods, In order to make money, the brands give discounts that do not cut their profit As more and more women shop online, fast deliveries are a good thing because they don't like to go to stores in person Because it's cheaper and saves you from having to go to the market, this is the reason (Lapaas, 2021).

Nykaa's Expansion:

Nykaa cosmetics was added to the company's product line in 2015. This helped Nykaa grow its business that the company will make all of the money. When Nykaa started selling private-label products in March 2016, they were in the bath and body care section of the store. As more men are interested in grooming and personal hygiene, Nykaa launched NykaaMan.com (Lapaas, 2021).

Traits & Characteristics of Falguni Nayar

Trait theory is the idea that successful entrepreneurs have certain personality traits in common, such as a need for achievement, independence, and so on, that they are born with, some research has shown that this is true. These are more like personality traits than types, nobody has shown that having a certain personality type example extravert, introvert is linked to how well you do at being an entrepreneur (UWTSD, 2022).

- **Need for achievement:** During her time at Kotak Mahindra Capital, Nayar, who was then the managing director, thought about starting a new business. She came up with a few ideas by 2011. One of them was to become a multi-brand retailer in the beauty market. She was 49 years old when she quit her job in March 2012 and started Nykaa (hauterrflystaff, 2020).
- **Independence:** She knew she could do it, and it was her confidence and experience that made her dreams come true and show that age is just a number, there's no doubt that starting a business from scratch took courage, strength, and willpower. But she was ready to give it her best and with all her heart and zeal from entrepreneurs like UTV's Ronnie Screwvala and Ajay Bijli, she says she has learned how to be strong. She was moved by their confidence and ability to do things, When Nykaa brings high-end, well-known brands to India and serves them up to customers, they are one of the best (Edu, 2021).
- **Energy and Motivation:** As soon as Falguni turned 50, she had a strong desire to start a business, she was always interested in beauty and wellness and She knew that the Indian start up scene was going to be a big hit in the beauty business (coltico, 2021).
- **Resilience:** In 2019 Nykaa was expected to lose \$4.3 million at the time of its founding in 2012, the Mumbai-based company was worth over \$700 million, Falguni and her team stood strong. It is a long-term model. Nykaa already dominates the nearly \$29 billion Indian beauty market online (scroll, 2022). It now wants a bigger piece of the offline pie. The firm is focusing on long-term sustainability and omnichannel growth, Global Data predicts Nykaa will open 300 stores by 2022. It has allocated \$15 million for offline store and fulfilment centre expansion.

- **Willingness to take calculated risks:** Nayar's Nykaa journey is fantastic. Nayar, a former investment banker who left her job in 2012 after nearly two decades, says she chose beauty for a reason. She claims the Indian beauty industry was underdeveloped, with no single brand offering in stores or parlours. "I lived in America and shopped at Sephora. Even in Europe, the ground floor is devoted to cosmetics "she says in an interview (Sandhu, 2021).

Individual drivers of entrepreneurial motivation

- **Gender**
- **Education**
- **Age**
- **Racial and ethnic background**
- **Resources**

Non-Profit

Important jobs are done by non-profit groups in society. People start nonprofits because they want to help other people or solve problems. Nonprofits help government agencies deal with social issues, give people a way to get involved in the community, and improve the quality of life in a community. Foundations often choose causes to support based on research that shows how important they are and how much they help. Nonprofit causes are often linked together, so it's not always necessary to choose just one cause at a time. A good idea for a nonprofit might start and end with what the people who run it care about. Any way the decision is made, there are a lot of reasons to choose from to make the decision (Sessoms, 2020).

Differences between the Non-Profit & Profit Organisation:

This Table Illustrates Main Differences between the Profit and not for Profit organisations.

Comparison	Profit Organisations	Non-Profit Organisation
Main Purpose	To earn money to fulfil one's personal desires.	Making money while also doing good.
Forms of Organisations	It could also be a partnership, a company, or a sole proprietorship firm	Clubs, trusts, societies, and other non-profit organisations fall into this category.
People who Manage	It doesn't matter if you run a business as a sole proprietor or as a partner.	Trustees, board members, or members of committees.
Revenue	This type of business makes money by selling goods and services.	A non-profit organisation like this relies on donations, subscriptions, grants, and other sources of revenue.
Capital	The business owners or founders of the company/proprietorship firms set up the seed money for the company.	In the case of a non-profit organization, seed capital is arranged by sourcing government grants, asking for donations, etc.
Accounts Preparation	In a for-profit company, the income statement, the cash flow statement, and the balance sheet are made.	For a non-profit, the receipts and payments account, income and expenditure account, and balance sheet are made.
Profit Transferring	Capital Account	account for capital funds

(Learner, 2022)

Babul Non-Profit:

Babul Films Society is a registered non-profit NGO based out of Hyderabad. In a democratic set up, awareness is the key to live and progress sustainably; Babul Films works to spread knowledge among ignorant and push the aware towards action (babul, 2021).

Vision: - Make the world a better place with more environmental awareness and less carelessness.

Use short videos and social media to spread awareness about the environment, biodiversity, and sustainable development. Use movies to spread the word.

Values: - The Code of Best Practices for Sustainable Filmmaking, and all of our operations have a minimal impact on the environment and are Green Production values.

Babul Ngo Founder and Ceo: The babul ngo founder Gangadhar was superintendent in Central Customs of India, He took an voluntary retirement from the term and established Babul NGO, He is also an renowned actor in India (icann, 2020).

Conclusion

The brief subject of NYKAA and Falguni Nayar tells how a successful employee turned into a successful entrepreneur on the other side gangadhar panday how is a social entrepreneur lead his organisation across the state and country using cinema for change however one thing is common among them is both quitted their well-earned job and established the organisation.

The main aspects in similar platforms are their zeal and resilience outplayed against all other competitors.

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