

*Abstract*

**INDIAN ENTREPRENEUR COMPETITIVE STRATEGY IN GLOBAL ENVIRONMENT**

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**E**NTREPRENEURSHIP has greater significance for a developing country such as China, India amidst the challenges of political environment technological factor, employment market and wealth creation. The development of Indian entrepreneurs contribution in per capita income has increased and, it has generated more employment opportunity i.e. 60 million people are employed in the Software Companies. The key for successful competition in emerging environment is that Indian entrepreneurs have taken many steps and strategies on the right path to overcome present hurdles in the global market , such as innovation strategies, quality strategies, cost cutting strategies, differentiation strategies, customer care and satisfaction strategies, product development strategies, and stakeholders security strategies. Entrepreneurs of TCS, Wipro, ICICI, Tata Consultancy, TVS, Bajaj, Birla and Reliance are more powerful Indian entrepreneurs, they strengthen our Indian economy and also gain more foreign exchange in the competitive environment. Without competitive strategy Indian Entrepreneur will not shine in the global market so the government should create good environment to formulate and follow this strategy in the winning global competitive environment.

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