Review of Literature:

**MdReazUddin et al-[2012]** Explains- Working on Entrepreneurship Bears Special Significance for Country like Bangladesh Where Density of Population Is Very High. This Purpose Data Were Collected From The Business Students Studying At Bachelor And Master Level In Public And Private Universities. Variables Like Risk Taking, Locus Of Control, Need For Achievement, Autonomy, Challenges, Security Of Job, Environment For Staring Business And Entrepreneurial Education Offered By Universities Have Been Tested. The Model Results Show Tendency Of Taking Risk, Need For Achievement, Education And Environment For Starting Business, Job Security Are Statistically Significant In Determining The Intention Of Students Where Except Job Security, Variables Are Found Positively Related.


**Vassilis Kostoglouet al.- [March 2012]** Have Advocated- Aims To Analyse The Issues And Challenges Related To University Graduates’ Entrepreneurship And Self-Employment. The Detection Of Significant Effects Towards Graduates’ Entrepreneurship, Analysis Revealed That The Most Important Factors Are Gender, Degree Grade, Acquisition Of A Postgraduate Degree, As Well As The Faculty And The Specialty Of The Bachelor Studies. Also Demonstrates The Need For A Systematic National Strategy That Will Take Advantage
Of Innovative Potentials, Increase Competitiveness And Enhance The Collaboration Between Government, Educational And Research Institutions, As Well As The Industry.

Christine Beckman et al (2012) says,-The United States West Coast Has Been A Birthplace Of Venerable Technology-Based Companies Like Apple, Microsoft, Amgen, Cisco, Amazon, And Google. West Coast Research Universities Have Been Catalysts For Many Of These Technology-Based Ventures. We Encouraged Multilevel Studies With: (1) A Variety Of Methodologies, From Statistical And Mathematical Modelling To Qualitative Techniques; (2) Traditional As Well As Emerging Theoretical Approaches To Technology Entrepreneurship; And (3) A Focus On The Creation Or Transformation Of Technology-Based Industries Or On Venture Formation, Growth, And Survival.


Jonathan Potter [2008] - says-Higher education institutions can play an important role in teaching entrepreneurial skills to young people, increasing the pool of those who may Go on to start and successfully grow entrepreneurial ventures. In the area of entrepreneurship teaching, it stresses, among other issues, the importance of integrating entrepreneurship in the wider curriculum, using interactive teaching methods and profiling role models. It also gives a wide-ranging overview of knowledge transfer mechanisms from universities and other tertiary colleges to small firms and proposes a series of recommendations to strengthen knowledge transfers and the commercialisation of research.

Sergio arzeni [2004] his publication examines the most common obstacles to the development of entrepreneurship in deprived areas and presents some strategies and tools To foster and support entrepreneurship in those urban areas, both in the United States and in European countries. The book is divided into 5 parts: the first analyses entrepreneurship
financing; the second presents tools and strategies aimed at promoting entrepreneurship skills and spirits; the third explores social enterprises as innovative actors in urban rebuilding; the fourth focuses on area-based policies for entrepreneurship; and the final part contains a synthesis of all the issues tackled, which also shows how cities combines all these actions into comprehensive strategies and a conclusion, including policy recommendations.

Marcus Wagner [March 2012] - addresses the intersection of entrepreneurship, innovation and sustainability, aiming at the provision and presentation of high-quality research illuminating the relationship between the three fields. Sustainability-improving innovation seems to require both (technologically) radical innovations that massively improve the environmental or social performance of goods or production processes.


In 1988 – 2008 Unemployment Rises By 4.6%. Service Sector Provides Employment To 23% of Work Force – It Is Having High Growth Rate Of 7.5% [Against 4.5% in 1950-80] Also Service Sector Have Largest Share of GDP -.55% in 2007. [Against 15% in 1950]

**Indanil Mustudi [2012]** Says About Women Development- SHG Has Improved Women Status as Participant, Decision Maker & Beneficiaries in Economic & Social Life. It Will Be Equally Effective For Urban Women. Women Can Play Wonders By Natural Effective & Competent Involvement. For women entrepreneurs several supports provided, like incentives, subsidies, relief, & numbers of assistance.

**Santosh Areekkuzhiyil– [2013]** -He Says – In Modern Society Which Is A Web Relationship, No One Can Develop In Isolation. Higher Education Teacher Is At The Nucleus Of Web & Need To Have Connectivity To Other Social Sub System. Such Relationship With Policy Makers, Teachers In Other Institutes, Industry, Research Field, and Sociologist Will Lead To Economic & Social Development.


**K nagrajan- [2012]** - He Has Stressed on Entrepreneurs as Backbone of Economic Development. Prime Causes Of Failures Are - Market Related, - Industrial Sickness & High Interest Rate. Entrepreneurship Is Rare As It Calls For Ability To Assume Greater Responsibility, Bear Risk Of Capital & Efforts. These Results Are Applicable To Any Economy & Market Conditions.

**Indanil Mustudi [2012]**- He Explains- Private Sector Though Booming, Still Not Able To Create Enough Job Opportunities. Hence Universities Need To Encourage Students To – Field Business Studies, Term & Midterm Exams. And Evaluate Students On Theory Class Work Plus Practical Business Activities. This Will Result In To New Ventures, Innovations, New Jobs & Economic Development.