"ACHIEVEMENT STORIES OF SCHEDULED CASTE ENTREPRENEURS THROUGH INFORMATION MEDIA COMMUNICATION TECHNOLOGY (IMCT) AND IT’S IMPACT ON SOCIAL DIVERSITY LEAD TO CASTE LESS SOCIETY”

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ABSTRACT

Scheduled Caste are aware that in the era of globalization and privatization, the jobs in Government and semi-Government sectors are day by day melting away. This fact has accepted by Scheduled Caste youths and they have started their own businesses and doing it well. Numbers of young Scheduled Caste businessmen have been proven themselves in various business sectors. Scheduled Caste entrepreneurs have sheared invisible but notable contributions in Indian economy. From the last 10 to 15 years, Scheduled Caste Entrepreneurs of first generation are in business and doing their business very well. Their growth is excellent but talent is restricted due to limited exposure and opportunities. More than 100 Scheduled Caste entrepreneurs have decided to form an organization, Scheduled Caste Indian Chamber of Commerce and Industry (DICCI) was established on 14 April 2005. To instill the spirit of entrepreneurship among Scheduled Caste youth and to empower them to walk along with the rest. DICCI has decided to organized and provide the platform to all Scheduled Caste entrepreneurs about their obstacles. DICCI has been taking efforts sincerely from 2005. Now it has come forward with an innovative idea to locate Scheduled Caste entrepreneur and promote their products and services.

The above successful stories of successful Scheduled Caste entrepreneurs reached to masses of Scheduled Caste youths by means of media communication technology and its impact on the youths and social diversity lead to caste less society to build future nation based on it.

Those already been in the list of Scheduled Caste entrepreneur would be the mentor of the ingenious entrepreneur in coming future to make casteless society in India.

Keywords: DICCI- Scheduled Caste Indian Chamber of Commerce and Industry, IDSN-International Scheduled Caste Solidarity Network, CII- Confederation of Indian Industry’s
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INTRODUCTION

Now, it is becoming clear that an even larger system of corporate discrimination operates in India. Over 260 million people are subjected to caste discrimination, called by those who experience it as ‘Hidden Apartheid’, because it is hard, if not impossible, to distinguish Scheduled Caste s (the former ‘untouchables’) from the so-called higher castes. Caste discrimination is without doubt, the largest example of systemic abuse of human rights in the world today. Eradicating such a system will take time, but it will not happen unless vigorous action is taken.

There is a real opportunity for global corporations in India to address the caste issue through their employment and corporate sustainability policies. Indeed, there is a compelling business argument that a labour market dominated by caste-based discrimination is by definition a limited one. One of the most effective solutions within India would be the extension of ‘reservation’ or ‘affirmative action’ into the private sector. Affirmative action policies exist in several countries including India, Malaysia and Japan. In South Africa and the US, these policies have been turned into programmes implemented at the highest levels and in all sectors. In the USA, affirmative action policies give preferential treatment to ethnic minorities and women and set forth goals and timetables for delivery. Considerable progress has been made. However, the biggest drawback remains—that of discriminatory habits, customs and attitudes. In South Africa, affirmative action policies revolve around the Employment Equity Act of 1998. Black employees are no longer merely individuals who have to be skilled or developed, but are viewed as partners instrumental in the modernization of post apartheid South Africa. Mechanisms like the Black Economic Empowerment Transaction, an alternative approach to development.

Over recent decades, the use of “celebrities advertising” has been rapidly increasing looking into the substantial positive impact on financial returns for the companies that use them (Endorgan, 2001). In 1975, only 15% of prime time TV advertising featured celebrities (Forkan, 1975). In 1978, it went up to 20%, and approximately 10% of the dollars spent on TV advertising featured celebrities (Anonymous, 1978; Sherman, 1985). A recent estimates approximately 25 percent of American commercials in year 2000 use celebrity endorsers (Shimp, 2000), in other words, one out of four commercials features a screen idol. which also enables transfer of equity in companies to South African partners, ensure this happens. Numerous tools have been devised in recent times to enable companies to implement affirmative action policies. They are designed for India, specifically to address the issue of the exclusion and discrimination
of Scheduled Caste. One is the ‘Ambedkar Principles,’ which contain a set of employment principles to address economic and social exclusion of Scheduled Castes in South Asia. Drawing on race equality principles developed in the UK and USA and international business and human rights initiatives, they seek to address the historic injustice against Scheduled Castes through affirmative action. Another potent tool is the ‘Scheduled Caste discrimination check’—designed to help companies prevent discrimination and exploitation of Scheduled Castes in their Indian operations and supply chains. The tool is designed as a comprehensive checklist consisting of self-guided questions and indicators that highlight possible violations. It provides descriptions of what components of Scheduled Caste /caste discrimination look like in the business context. It allows managers to check company’s policies, procedures and performance. The tool is relevant for all companies operating in or sourcing from India. It can help companies adhere to global initiatives including that of the UN Global Compact and the Dr. Ambedkar Principles. The check takes the Dr. Ambedkar Principles as the point of departure and was developed by the Human Rights and Business Programme of the Danish Institute for Human Rights and International Scheduled Caste Solidarity Network (IDSN) with the support of the Danish Ministry of Foreign Affairs. Industry Action
The Confederation of Indian Industry’s (CII) Affirmative Action Code of Conduct is also an attempt to address the issue. However, in our dialogue with the CII and Indian companies we have seen that the codes have tended to be ‘social’ rather than ‘economic’ development programmes. International companies often insist they cannot adopt policies such as those envisaged in the Dr. Ambedkar Principles because it would undermine their general international diversity policies. We reject this argument. Such policies can rapidly become meaningless if they do not address the specific cultural and economic situation in particular contexts. In many cases, the general policies are positive, however, they need to be applied specifically and this should be acknowledged by these powerful global actors. Otherwise, their compliance with caste may become a blot on their good name, as is happening to India. It is noticed that many UK companies are initially keen to address charges of discrimination, but any attempt to introduce the Principles are blocked by their Indian counterparts. The following is a fairly typical response by business:
“Our hiring practices are based on merit, not caste—we do not ask candidates to reveal their caste, origin or race at the time of recruitment and we do not use caste as a criterion for any purpose during an employee’s career. We have a definition of diversity which can be used in all countries in which we operate. We could, of course, include caste in a statement specific to India, but colleagues there think this will feel irrelevant to a manager who would not be thinking of discriminating on grounds of caste anyway.” Our response is that we would not expect any Europe based company to discriminate in India or anywhere else. However, the problem is they are entering a system in which discrimination is endemic and if they do not take positive or affirmative action in order to address this, the discrimination will remain. Also, the ‘merit’ argument does not stand up in a context where a quarter of the population is denied the opportunity to demonstrate their merit because of systemic disadvantages. Companies need to be caste-sensitive, not caste-blind. In recent years, the Scheduled Caste...
Caste Solidarity Network has been talking to several British companies investing in India, including HS BC, Stan Chart, Barclays, Lloyds TS B, and Shell. Engagement with some companies of the Ethical Trading Initiative has raised the issue of caste discrimination as one that needed to be addressed as a priority. This is a problem that will not simply go away. Discussions with European and US governments, the EU, and the UN only indicate that caste discrimination is firmly on the international stage. India’s Hidden Apartheid is becoming an open secret, and it will tarnish the image of the country until it is addressed by all sectors of international and national society.

**Caste Inequalities is deeply rooted in India**

![Graph showing poverty and population distribution in Rural and Urban India](image)

**REVIEW OF THE LITERATURE NAREN KARUNAKARAN**

Caste inequities can be reduced only by highlighting caste and other differences. It’s time India Inc went from being caste-blind to becoming caste-sensitive. All this while, the Tatas embraced the very neutral approach to hiring that Johnson cautioned against, and they thought they were being fair. Much of corporate India still believes in a

**Meena Varma,**

Discrimination within India would be the extension of ‘reservation’ or ‘affirmative action’ into the private sector. Affirmative action policies exist in several countries including Malaysia, Japan, South Africa and the US. India needs more. Code of Conduct is also an attempt to address the issue. However, in our dialogue with the CII and Indian companies we have seen that the codes have tended to be ‘social’ rather than ‘economic’ development programmes. International companies often insist they cannot adopt policies such as those envisaged in the Ambedkar Principles because it would undermine their general international diversity policies. We reject this argument. Such policies can rapidly become meaningless if they do not address the specific cultural and economic situation in particular...
It was in Pune this week to participate in DICCI’s Executive Committee meet where Milind made a presentation. It was a lifetime experience watching Milind’s presentation. DICCI has booked the playground of the city’s famous Engineering College for holding the event. The entire ground will be covered and converted into a sprawling indoor stadium. There will be 121 stalls where Scheduled Caste will display their products. There will be a Conference Hall where a host of seminars will be held focused around the theme of enterprise. There will be a separate hall where Scheduled Caste artists will perform. At an estimated cost of over Rs 10 million, contracts have already been awarded to Pune’s noted event organizing firms. Milind is now touring the State of Maharashtra inviting the bigger Scheduled Caste entrepreneurs.

Shubhangi Khapre, Scheduled Caste chant economic engineering, Published: Tuesday, Apr 15, 2008, 2:54 IST

Generation next feels economic concerns have not been adequately addressed by ruling parties Dilip Kamble, 14, a resident of Bandra (E), paid his obeisance to Dr Babasaheb Ambedkar on Monday by devoting 18 hours in studies. But he was not the only one - 18 lakh Scheduled Caste students across the state decided on this novel method to pay tributes to their icon on his 117 birth anniversary. The reservation policy advocated by Ambedkar has resulted in Scheduled Caste attaining 65 per cent literacy in the state. However, they feel the real battle that lies ahead of them now is of economic empowerment. Chairman of Scheduled Caste Indian Chamber of Commerce and Industries (DICCI) Milind Kamble said, “The biggest challenge for the Scheduled Caste community is self-reliance. Despite the high literacy rate and political awareness, the mindset of a Scheduled Caste is to look for government jobs which promises a sense of security. Economic empowerment in the pro-liberalisation era is the only means to bring them to the mainstream.”

The generation next Scheduled Caste feel their economic concerns are not being adequately addressed by the ruling parties. Bharip Bahujan Mahasangh (BBM) chief Advt.Prakash Ambedkar said, “My grandfather had advocated the reservation policy to empower the Scheduled Caste and bring them at par with the forward class. But the process of liberalization has inculcated the seeds of deeper prejudices across the globe. It is bound to have an adverse impact on the oppressed classes including Scheduled Caste.”

Advt.Prakash Ambedkar has been demanding reservation for Scheduled Caste in the corporate sector, arguing, “Gradually, the government’s role in the social sector is shrinking as also the jobs in public sectors. The divide between the forward and backward classes will increase over the years.” Meanwhile, Scheduled Caste leaders refuse to acknowledge the role of the Congress and NCP in their emancipation. As Ramdas Athavale said, “They should realize we are not there to consolidate their vote banks. It is high time they reckon our political prowess.”

Despite the total electorate of 10.5 per cent, their representation in the House of 288 members in the state have not crossed the double digit.

**METHODOLOGY**

This study employed a survey based research format. Preliminary design decisions
included the field of interest shown by Scheduled Caste youths whether they want to become entrepreneur, self employed, in to service. The field of interest shown by Scheduled Caste youths by means of getting jobs in multinational company, to become entrepreneur, self employed etc., The survey is based on three criteria: No choice but to accept whatever come forward to them, desperately want to became entrepreneur, to accept job, to become self employed. One set of questionnaires were distributed to respondents and collected the information.

Pre-Survey were carried out among Scheduled Caste youths from Pune. They were answered a questionnaire to determine if they were known the latest development of successful Scheduled Caste entrepreneurs form all over India and social inequality among masses.

A total of 260 respondents from Pune in the state Maharashtra, participated in the main study. Subjects were selected on the basis of opportunity and availability. Respondents answered the questionnaire after them aware the latest development and DICCI activity happen in Pune. Stratified sampling method used in research design.

RESEARCH METHODOLOGY

Objectives of the Study

After having reviewed related literature, the researcher got insights into how to perform the study, the methodological part of the research based on the available literature following objectives for the study are formulated.

1. To analyze how economic empowerment in the pro-liberalization era is the only means to bring Scheduled Caste youths to the mainstream of nation.
2. To study the success story of Scheduled Caste entrepreneur and their impact on social diversity leads to caste less society.

Research Design: As the study proposes to find relationship between the identified variables it is thought to be descriptive research

Tools for data collection

Method: Survey: Population of the research is Scheduled Caste youths (is a person between the ages of 18 and 30) residing in Pune city. Therefore entire unit of the population will be surveyed in order to reach to the objective of the study. The nature of study demands probing into the minds of respondents in order to collect data related to the opinion, beliefs and attitude will be surveyed.

Source of Primary Data: Structured questionnaire based on survey were to be used for collecting data. The study was undertaken at different parts of Pune city including Institute in Pune. Furthermore, the researcher was able to personally inform Scheduled Caste Youths about the purpose of the study and give clarification of the questionnaire which is not understand by student.

Method of Administering Questionnaires: Self administered questionnaires and in case of different set of respondents, schedules or face to face contact method would be utilized.

Sampling Unit: Every unit in the above defined population/ universe.

Sampling Technique: Stratify random sampling method

Sample size: 260 Scheduled Caste Youths
Source of Secondary Data: An extensive review of literature, scholarly and peer reviewed journals, Books, News papers, Internet etc. will be used for secondary data

DATA ANALYSIS

1. Wish to become entrepreneur in future and support the family and society.

<table>
<thead>
<tr>
<th>To Become a entrepreneur - Yes</th>
<th>120</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Become a entrepreneur – No (Want do a service)</td>
<td>90</td>
</tr>
<tr>
<td>To Become a entrepreneur – No (Want to become Professional and self employed)</td>
<td>50</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>260</strong></td>
</tr>
</tbody>
</table>

At 46.15% of Scheduled Caste youths would like to become a entrepreneur and 35% Scheduled Caste youths would like to do service on immediately to support his/her family, 19.23% Scheduled Caste youths want to have them as a self employed.

Majority of (46.15% of Scheduled Caste youths – respondents out of 260) would like to become a entrepreneur in future and support family as well as society.

Less percentage of Scheduled Caste youths (19.23% – respondents out of 260) would be really happy if to become self employed.

1) Survey of Scheduled Caste youth from urban places what they would like to become in future.

<table>
<thead>
<tr>
<th>Places</th>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Areas in Urban places</td>
<td>To Become a entrepreneur - Yes</td>
<td>120</td>
<td>46.15</td>
</tr>
<tr>
<td></td>
<td>To Become a entrepreneur – No (Want do a service)</td>
<td>90</td>
<td>34.62</td>
</tr>
<tr>
<td></td>
<td>To Become a entrepreneur – No (Want to become Professional and self employed)</td>
<td>50</td>
<td>19.23</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>260</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>Various Institutes at Urban places</td>
<td>To Become a entrepreneur - Yes</td>
<td>100</td>
<td>38.46</td>
</tr>
<tr>
<td></td>
<td>To Become a entrepreneur – No (Want do a service)</td>
<td>80</td>
<td>30.77</td>
</tr>
<tr>
<td></td>
<td>To Become a entrepreneur – No (Want to become Professional and self employed)</td>
<td>80</td>
<td>30.77</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>260</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>Religious Places at City</td>
<td>To Become a entrepreneur - Yes</td>
<td>110</td>
<td>42.31</td>
</tr>
<tr>
<td></td>
<td>To Become a entrepreneur – No (Want do a service)</td>
<td>90</td>
<td>34.62</td>
</tr>
<tr>
<td></td>
<td>To Become a entrepreneur – No (Want to become Professional and self employed)</td>
<td>70</td>
<td>26.92</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>260</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>Direct at Home Urban</td>
<td>To Become a entrepreneur - Yes</td>
<td>120</td>
<td>46.15</td>
</tr>
<tr>
<td></td>
<td>To Become a entrepreneur – No (Want do a service)</td>
<td>100</td>
<td>38.46</td>
</tr>
<tr>
<td></td>
<td>To Become a entrepreneur – No (Want to become Professional and self employed)</td>
<td>40</td>
<td>15.38</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>260</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>Other referrals</td>
<td>To Become a entrepreneur - Yes</td>
<td>100</td>
<td>38.46</td>
</tr>
<tr>
<td></td>
<td>To Become a entrepreneur – No (Want do a service)</td>
<td>110</td>
<td>42.31</td>
</tr>
</tbody>
</table>
A) Residential Areas at Urban places 46.15 % Scheduled Caste youths (respondent) would like to become entrepreneur.

Various Institutes at Urban places 38.46 % Scheduled Caste youths (respondent) would like to become entrepreneur.

Religious Places at City 42.31 % Scheduled Caste youths (respondent) would like to become entrepreneur.

Direct at Home Urban places 46.15 % Scheduled Caste youths (respondent) would like to become entrepreneur.

Referrals from Urban places 38.46 % Scheduled Caste youths (respondent) would like to become entrepreneur.

B) Residential Areas at Urban places 34.62 % Scheduled Caste youths (respondent) would like to join service (Job).

Various Institutes at Urban places 30.77 % Scheduled Caste youths (respondent) would like to join service (Job).

Religious Places at Urban places 34.62 % Scheduled Caste youths (respondent) would like to join service (Job).

Direct at Home Urban places 38.46 % Scheduled Caste youths (respondent) would like to join service (Job).

Referrals from Urban places 42.31 % Scheduled Caste youths (respondent) would like to join service (Job).

C) Residential Areas at Urban places 19.23% Scheduled Caste youths (respondent) would like to become self-employed (Professional).

Various Institutes at Urban places 30.77 % Scheduled Caste youths (respondent) would like become self-employed (Professional).

Religious Places at Urban places 26.92 % Scheduled Caste youths (respondent) would like to become self-employed (Professional).

Direct at Home Urban places 15.38 % Scheduled Caste youths (respondent) would like to become self-employed (Professional).
to become self-employed (Professional).
Referrals from Urban places 19.23 % Scheduled Caste youths (respondent) would like to become self-employed (Professional).

2. Awareness about DICCI (Scheduled Caste Indian Chamber of Commerce and Industry) and successful entrepreneurs among Scheduled Caste by means of Media communication technology.

<table>
<thead>
<tr>
<th>Aware of DICCI- Yes</th>
<th>180</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware of DICCI -No</td>
<td>80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>260</strong></td>
</tr>
</tbody>
</table>

@ 70% Scheduled Caste Youths respondents are aware of the DICCI (Scheduled Caste Indian Chamber of Commerce and Industry) and successful entrepreneurs among Scheduled Caste.

Most influencing Communication media as a source for Scheduled Caste Youths to know the DICCI (Dalit Indian Chamber of Commerce and Industry) and successful entrepreneurs among Scheduled Caste.

Different communication media as a source of information for DICCI (Scheduled Caste Indian Chamber of Commerce and Industry) and successful entrepreneurs among Scheduled Caste known by Scheduled Caste Youths

Among Scheduled Caste Youths who are aware of the DICCI (Scheduled Caste Indian Chamber of Commerce and Industry) and successful entrepreneurs among Scheduled Caste. Majority (70 % 180 respondents) of them are aware about all the Communication media sources that is television, Radio, Newspaper, Magazines, Internet, Books, Grape Wine communication as a source of information for DICCI (Scheduled Caste Indian Chamber of Commerce and Industry) and successful entrepreneurs among Scheduled Caste.

30% (80 respondents) of the Scheduled Caste Youths are not aware about Communication media sources that is television, Radio, Newspaper, Magazines, Internet, Books, Grape Wine, Music as tool for DICCI (Scheduled Caste Indian Chamber of Commerce and Industry) and successful entrepreneurs among Scheduled
Caste. Most influencing Communication media as a source for Scheduled Caste Youths to know the DICCI (Scheduled Caste Indian Chamber of Commerce and Industry) and successful entrepreneurs among Scheduled Caste.

<table>
<thead>
<tr>
<th>Media</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>100</td>
</tr>
<tr>
<td>Radio</td>
<td>10</td>
</tr>
<tr>
<td>Newspaper</td>
<td>30</td>
</tr>
<tr>
<td>Magazines</td>
<td>05</td>
</tr>
<tr>
<td>Internet</td>
<td>10</td>
</tr>
<tr>
<td>Books</td>
<td>05</td>
</tr>
<tr>
<td>Movies</td>
<td>0</td>
</tr>
<tr>
<td>Music</td>
<td>0</td>
</tr>
<tr>
<td>Grape Wine</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>180</td>
</tr>
</tbody>
</table>

Socialization agents like TV and internet, were found to play major role in the process. Only a small number of Scheduled Caste Youth would go to newspaper news, newspaper advertisements and radio news.

**FINDINGS**

I) considering the average of the respondents surveyed at various places is as below:

- 42.30 % of the respondents would like to become entrepreneur.
- 36.15 % of the respondents would like to join service (Job).
- 22.30 % of the respondent would like to become self-employed (Professional).

II) Role played by media communication technology to make awareness among the Scheduled Caste youths about DICCI and successful Scheduled Caste entrepreneurs success stories.

- Majority (70 % 180 respondents) of them are aware about all the Communication media sources that is television, Radio, Newspaper, Magazines, Internet, Books, Grape Wine communication as a source of information for DICCI (Scheduled Caste Indian Chamber of Commerce and Industry) and successful entrepreneurs among Scheduled Caste.
- 30% (80 respondents) of the Scheduled Caste Youths are not aware about Communication media sources that is television, Radio, Newspaper, Magazines, Internet, Books, Grape Wine, Music as tool for DICCI (Scheduled Caste Indian Chamber of Commerce and Industry) and successful entrepreneurs among Scheduled Caste.

**DISCUSSION**

There were some interesting surprises in the details of the findings. The initial analysis proved that 42.30 % average of the respondents surveyed at various places would like to become entrepreneurs, However 36.15 % of respondents would like to join the job as these Scheduled Caste would like to support their families financially utmost is the
prime objective, because of weak financial conditions and 22.30% of the respondents would like to become self-employed (Professional) surveyed at various places.

CONCLUSIONS

This paper explores the issue of Scheduled Caste youths and current unemployment in mass among Scheduled Caste people to tackle the issues and problem financially and socially above survey is help full to promote the entrepreneurship qualities of Scheduled Caste youths and make them more independent as far as financially. So that these become employer instead of to become employee of any private firm because day by day jobs are shrinking in public sectors as well as in government sectors also.

Interestingly it does not find any significant difference between the various responses studied towards five different places selected for survey, this indicates that the respondents observed and accepted the contemporary situation and responded to surveyor as such. This is exciting as it contradicts most past studies. At the same time, the data indicates that respondents shows very less response towards to become employee of any firm were consistently lowest and instead of it these youths would like to become entrepreneur, followed to become a professional or self-employed.

The above discussion it is proved that maximum respondents would like to become an entrepreneur in future to follow the step of successful entrepreneur from Scheduled Caste communities. So these entrepreneur is directly and indirectly will be the mentor of these (would be) ingenious entrepreneurs. If it is so then defiantly one has to observe that impact of these successful Scheduled Caste entrepreneurs will be on social diversity and lead to caste less society. Nevertheless, what was surprising was that there was no significant difference in the response of a predetermined, selected, and known segment towards a pretested surveyed data where and agreed to become entrepreneur.

There was no possibility of bias or comparison between the different types of choices to become entrepreneur, to join services, to become self-employed. In essence, respondents evaluated each choice on its own merits and the authors found that these merits produced similar results.

Second part is how the Scheduled Caste youths get aware of Scheduled Caste successful entrepreneurs and DICCI (Scheduled Caste Indian Chamber of Commerce and Industry) by means of information media communication technology and its impact on the Scheduled Caste youths of making and deciding their careers in peak of their age and if more and more youths would like to pursue their careers to become an entrepreneur then these successful Scheduled Caste entrepreneur them self be the mentor for these tomorrows new age entrepreneur to build INDIA in better way.

Limitations

The sampling that was carried out was based on stratified random sampling and limited to Pune city which is urban places and institutes of Pune University. This may limit the generalize ability of the findings. Nevertheless, it provides a sense of direction for future research. It is also acceptable as the Scheduled Caste youths are in the different
age group between (18 to 30 yrs). A real life of successful Scheduled Caste entrepreneur was used in the study, and as such problems with its own design and acceptance by respondents may have biased the findings.

**Future Research**

There is a lack of replication research in marketing. Past study found that replication research is generally endorsed in the sciences, but not so in the social sciences related to the Scheduled Caste empowerment. This inhibits further understanding of issues highlighted and investigated yet also calls for further replication of this study. The context may be different but replications should be carried out to test if a larger sample of Scheduled Caste youths at various geographical areas from south, north, east, west part of Maharashtra and at large INDIA will also create the same results. Future studies could replicate this study in a different format, allowing for direct comparison between media communication technology role and emerging new age Scheduled Caste youths who want to become entrepreneurs. This can be compared with the current study to see if there is an effect as whole society and further lead to become a Casteless society to eradicate caste structure society from Human life.

**REFERENCES**


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