
The Role of Venture Capital in The Economic Development

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Abstract

The venture capital industry in India has grown significantly in recent years. It plays an important role in promoting a more innovative economy by providing the investment and resources needed for high-potential risky business to grow. This is very crucial for sustainable growth and for maintaining India's competitive edge. This will need capital and other support which can be provided by venture capitalists. India requires a strong, sustainable venture capital industry to support high-potential young businesses, to ensure that they are able to grow into globally competitive firms that drive job-creation, innovation and economic growth.

The availability of venture capital financing is just one driver of a successful private sector-led venture capital sector. It is equally important to foster a strong entrepreneurial culture and well-established networks that link investors to innovative companies. These complementary elements help entrepreneurs and young firms to develop their innovative ideas into strong business plans and access new markets and customers.

This paper highlights and understands the position and role of the venture capital industry in the Indian economy.

Keywords: Venture Capital, Growth, Innovation, Economic Development.

Introduction: The venture capital industry in India has grown significantly in recent years. It plays an important role in promoting a more innovative economy by providing the investment and resources needed for high-potential risky business to grow. Venture capital is associated with the positive image of scientific research, innovation, entrepreneurial start-ups, successful technology companies, and overall competitiveness of the economy. Famous success stories that are the pride of the American economy, such as Microsoft, Intel, DEC, Genentech or, more recently, Google and YouTube received venture capital investments in their early days. This is why in many countries, and notably in the US, academic teams have undertaken studies to measure specific impacts of venture capital on company growth and valuation, as well as on innovation, and venture capital associations have sponsored independent studies on the more general impact of venture capital on the global economy, especially on employment and GDP.

What is Venture Capital?: Venture capital is money provided by professionals who invest alongside management in young, rapidly growing companies that have the potential to develop into significant economic contributors. Venture capital is an important source of equity for start-up companies. Professionally managed venture capital firms generally are private partnerships or closely-held corporations funded by private and public pension funds, endowment funds, foundations, corporations, wealthy individuals, foreign investors, and the venture capitalists themselves.

Venture capitalists generally:

- Finance new and rapidly growing companies
- Purchase equity securities
- Assist in the development of new products or services
- Add value to the company through active participation
- Take higher risks with the expectation of higher rewards
- Have a long-term orientation

Types of Venture Capital Funds: Generally, there are three types of organized or institutional venture capital funds: venture capital funds set up by angel investors, that is, high net worth individual investors; venture capital subsidiaries of corporations and private venture capital firms/ funds. Venture capital subsidiaries are established by major corporations, commercial bank holding companies and other financial institutions. Venture funds in India can be classified on the basis of the type of promoters.

- VCFs promoted by the Central govt. controlled development financial institutions such as TDICI, by ICICI, Risk capital and Technology Finance Corporation Limited (RCTFC) by the Industrial Finance Corporation of India (IFCI) and Risk Capital Fund by IDBI.
- VCFs promoted by the state government-controlled

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development finance institutions such as Andhra Pradesh Venture Capital Limited (APVCL) by Andhra Pradesh State Finance Corporation (APSFC) and Gujarat Venture Finance Company Limited (GVCFL) by Gujarat Industrial Investment Corporation (GIIC).

- VCFs promoted by Public Sector banks such as Canfin by Canara Bank and SBI-Cap by State Bank of India.
- VCFs promoted by the foreign banks or private sector companies and financial institutions such as Indus Venture Fund, Credit Capital Venture Fund and Grindlay's India Development Fund.

Venture Capital Investment Process: Venture capital process refers to the investment process of a given VC company. It starts from the fund raising stage to the points where investments are harvested. This subsection would be mainly used for providing brief explanation on the investment process of the VC. A standard venture capital process (See Figure 1.1) usually follows a sequential five (5) step approach (Tyebjee and Bruno, 1984; Isaksson, 2006). These are:

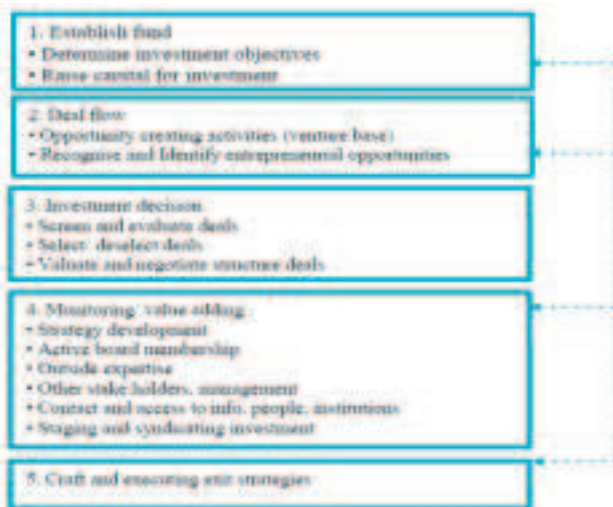


Figure 1.1 Venture capital Investment process. *Source: Isaksson, 2006, p.43*

Fund Establishment represent a stage where the venture capitalist set out the firm's investment objectives with clear-cut potential investment activity path and finally gather the needed funds to see through those objectives.

Deal Flow also represents a stage where VC firms uses various prospecting tools to identify and select firms with higher growth potential.

Investment Decision stage consists of activities such as evaluations of investment deals received through screening, valuation, contracting issues and financial structuring. According to Tyebjee and Bruno, (1984), activities at this stage require more time and industry

experience to reduce the risk associated with VC investments.

Monitoring and Value adding stage relates to activities and programs that ensure that the investee firms business operations are run in line with the investment objective and the activity path set out by the VC firm.

Crafting and Execution of Exit strategies are done at the final stage to ensure that venture capitalists conveniently utilize available exit options such as issuing of initial public offering (IPOs) to harvest their investment in the investee firm. Crafting and executing successful exit strategies requires meticulous investment planning before exit date.

Review of Literature: The most thorough study of private equity performance in the recent literature is the one by the study made by Australian Government (2007) on Indian service sector, traces out the whole aspects of Indian services sector. The study finds out that the investment opportunities in Indian service sector should be exploited by the investors of Australia to the brow. Bubna Amit's (2007), research paper on 'Impact of Private Equity and Venture Capital on the Indian Economy' is based on survey of firms of service sector pertaining to private equity which says that VCs are performing in a better way.

Banga Rashmi's (2006) has critically analyzed the accelerated growth of Indian services sector in an atmosphere of huge unemployment and poverty which consequently led to find out new arena of investment in services. The author rightly feels that to eliminate the critical issues it is necessary to bring innovative investments.

Another significant study on the venture capital in India has been done by Aggarwal Alok (2006), (Evalueserve StudyReport). The study has summarized that the Venture Capital market in India which seems to be getting as hot as the country's famous summers. However, this potential over exuberance may lead to some stormy days ahead, based on sobering research compiled by global research and analytics services firm.

Nirvikar Singh (2006) emphasizes the contribution of new and emerging services in rapid growth of Indian economy. It also focuses on the importance of industrialization of services sector in rapidly growing economy Kaplan & Schoar (2005). They investigate the performance, persistence and capital flows in the industry, focusing both on LBO funds and VC funds. As regards performance they find that, on average, fund returns net of fees approximately equal the return of the S&P 500. Evidence of large heterogeneity in returns across funds and time is presented.

Substantial persistence in LBO and VC fund performance is also documented: GPs who outperform the industry in one fund are likely to outperform the industry in the next and vice versa.

The authors show fund flows are positively related to past performance, with the relationship being concave in private equity. Similarly, new partnerships are more likely to be started in periods after the industry has performed especially well. But funds and partnerships that are raised in boom times are less likely to raise follow-on funds, suggesting that these funds perform poorly. Finally, the dilution of overall industry performance in periods when many new funds enter is mainly driven by the poor performance of new entrants. The performance of established funds is less affected.

The following possible explanation for their findings is put forward: Underlying heterogeneity in the skill and quality of GPs could lead to heterogeneity in performance and to more persistence if new entrants cannot compete effectively with existing funds. This heterogeneity can be reflected in differences in “proprietary deal flow”, differences in the provision of management or advisory inputs along with capital, and variation in deal terms.

Related to this last point, Hsu (2004) finds evidence that better VCs get better deal terms (in the form of lower valuations, for instance) when negotiating with startups. He developed a hand-collected data set of 148 financing offers (both accepted and declined) made to a group of 51 early-stage high-tech start-ups. In this way, he estimates that a financing offer from a high-reputation VC is approximately three times more likely to be accepted by an entrepreneur. As well, it is shown that highly reputable VCs acquire start-up equity at a 10–14% discount.

Moskowitz & Vissing-Jorgensen (2002), using data at the household level, claim to have been the first to provide estimates of the return and risk characteristics of the entire market of nonpublic equity.

Venture Capital in India: Most of the success stories of the popular Indian entrepreneurs like the Ambanis and Tatas had little to do with a professionally backed up investment at an early stage. In fact, till very recently, for an entrepreneur starting off on his own personal savings or loans raised through personal contacts/ financial institutions. Traditionally, the role of venture capital was an extension of the developmental financial institutions like IDBI, ICICI, SIDBI and State Finance Corporations (SFCs). The first origins of modern Venture Capital in India can be traced to the setting up of a Technology Development Fund (TDF) in the year 1987-88, through the levy of a cess on all technology import payments. TDF was meant to provide financial assistance— to

innovative and high-risk technological programs through the Industrial Development Bank of India. This measure was followed up in November 1988, by the issue of guidelines by the (then) Controller of Capital Issues (CCI). These stipulated the framework for the establishment and operation of funds/ companies that could avail of the fiscal benefits extended to them. However, another form of (ad?) venture capital which was unique to Indian conditions also existed. That was funding of green-field projects by the small investor by subscribing to the Initial Public Offering (IPO) of the companies. Companies like Jindal Vijaynagar Steel, which raised money even before they started constructing their plants, were established through this route.

The industry's growth in India can be considered in two phases. The first phase was spurred on soon after the liberalization process began in 1991. According to former finance minister and harbinger of economic reform in the country, Manmohan Singh, the government had recognized the need for venture capital as early as 1988. That was the year in which the Technical Development and Information Corporation of India (TDICI, now ICICI ventures) was set up, soon followed by Gujarat Venture Finance Limited (GVFL). Both these organizations were promoted by financial institutions. Sources of these funds were the financial institutions, foreign institutional investors or pension funds and high net-worth individuals.

Objectives and Vision for Venture Capital in India:

Venture capitalists finance innovation and ideas which have potential for high growth but with inherent uncertainties. This makes it a high-risk, high return investment. Apart from finance, venture capitalists provide networking, management and marketing support as well. In the broadest sense, therefore, venture capital connotes financial as well as human capital.

In the global venture capital industry, investors and investee firms work together closely in an enabling environment that allows entrepreneurs to focus on value creating ideas and allows venture capitalists to drive the industry through ownership of the levers of control, in return for the provision of capital, skills, information and complementary resources. This very blend of risk financing and hand holding of entrepreneurs by venture capitalists creates an environment particularly suitable for knowledge and technology based enterprises.

Scientific, technology and knowledge based ideas properly supported by venture capital can be propelled into a powerful engine of economic growth and wealth creation in a sustainable manner. In various developed and developing economies venture capital has played a significant developmental role. India has the second largest English speaking scientific and technical

manpower in the world.

The Indian software sector crossed the Rs 100 billion mark turnover during 1998. The sector grew 58% on a year to year basis and exports accounted for Rs 65.3 billion while the domestic market accounted for Rs 35.1 billion. Exports grew by 67% in rupee terms and 55% in US dollar terms. The strength of software professionals grew by 14% in 1997 and has crossed 1,60,000. The global software sector is expected to grow at 12% to 15% per annum for the next 5 to 7 years. Recently, there has also been greater visibility of Indian companies in the US. Given such vast potential not only in IT and software but also in the field of service industries, biotechnology, telecommunications, media and entertainment, medical and health services and other technology based manufacturing and product development, venture capital industry can play a catalytic role to put India on the world map as a success story.

Venture Capitalists Investing in India: For a very long time, Silicon Valley venture capitalists only invested locally. However, throughout the years, they expanded their investments worldwide. Most recently, Matrix Partners, a leading American venture capitalist firm, had announced a \$150 million India fund, where they will provide internet, mobile, media, entertainment, leisure, and travel services to customers in Mumbai. Sequoia Capital, a Silicon Valley-based VC firm, wanted to take advantage of investing in start-up companies and had acquired West Bridge Capital, an Indian firm, for \$350 million. It is no wonder that venture capitalist investments in India have risen dramatically within the past few years. From 2005 to 2007, VC investments in India grew from \$320 million to about \$777 million, respectively.

Some important Venture Capital Funds in India:-

- APIDC Venture Capital Limited , 1102, Babukhan Estate, Hyderabad 500 001
- Canbank Venture Capital Fund Limited, IInd Floor, Kareem Towers, Bangalore
- Gujarat Venture Capital Fund 1997, Ashram Road, Ahmedabad 380 009
- Industrial Venture Capital Limited, Thyagaraya Road, Chennai 600 017
- Auto Ancillary Fund Opp. Signals Enclave, New Delhi 110 010
- Gujarat Venture Capital Fund 1995 Ashram Road Ahmedabad 380 009
- Karnataka Information Technology Venture Capital Fund Cunningham Rd Bangalore
- India Auto Ancillary Fund Nariman Point, Mumbai

400 021

- Information Technology Fund, Nariman Point, Mumbai 400 021
- Tamilnadu Infotech Fund Nariman Point, Mumbai 400 021
- Orissa Venture Capital Fund Nariman Point Mumbai 400 021
- Uttar Pradesh Venture Capital Fund Nariman Point, Mumbai 400 021
- SICOM Venture Capital Fund Nariman Point Mumbai 400 021
- Punjab Infotech Venture Fund 18 Himalaya Marg, Chandigarh 160 017
- National venture fund for software and information technology industry Nariman.

Overview of Current Conditions: Global private equity investment showed no significant increase in 2012, continuing 2011's trend towards flat growth. North America was the strongest-performing market, while activity in Asia fell around 20% over 2011. India saw deal activity fall from \$14.8 billion in 2011 to \$10.2 billion in 2012. The number of deals, however, increased from 531 to 551 over this period, highlighting a fall in average deal size.

Not surprising, limited partners (LPs) are showing increasing caution this year when allocating funds. In fact, 2012 saw 55 funds with a mandate to invest in India, but the total fund value allocated to India was only \$3.5 billion, down from \$6.8 billion in 2011. All this has been driven by the fact that 2012 was an uncertain year in India both politically and economically. Reported lapses in governance, coupled with a lack of clarity in regulation, raised considerable concerns about India's attractiveness as an investment destination. Despite these challenges, the market is showing signs of maturity with all key stakeholders becoming more comfortable with the idea of private equity (PE) funding. The latter half of 2012 also saw the government become more proactive and bring forward some key pieces of legislation to create greater transparency in the regulatory environment.

Fund-Raising: India received only \$3.5 billion of the \$320 billion funding raised globally in 2012, according to UK research firm Preqin. General partners (GPs) also adopted a cautious approach, holding back to observe the performance of existing investments in a turbulent environment. In 2012, 80% of funding came from overseas investors, a theme that has been observed since the early days of private equity investment in India. There are no indicators that this trend will change soon, with traditional sources of PE capital in India, such as

insurance companies and pension funds, inhibited by regulation from participating in this asset class.

Nonetheless, while 2013 undoubtedly holds several challenges for PE firms, raising capital is unlikely to be one of them. Our survey reveals that a majority of GPs rate "difficulty in raising capital" as seventh out of 11 challenges, far below concerns such as difficulty in exiting and mismatch in valuations. What is clear is that GPs will need to differentiate themselves to attract investors and prove they can deliver. They can do this by demonstrating a quality track record in investing and exiting.

Deal Making: The volume of deals grew only slightly, from 531 in 2011 to 551 in 2012. At 4%, this increase is very low, in line with the overall mood of caution in the market last year. This restraint, coupled with a decline in the total funds invested, saw deal size significantly impacted, with average deal size falling from \$28 million in 2011 to \$18.4 million in 2012. Early-stage growth and venture capital (VC) have played a critical role in deal making in 2012, with the number of early-stage deals under \$10 million almost doubling to 244. Also, the top 25 deals made up only \$4.3 billion, as opposed to \$5.9 billion in 2011, and the average deal size at the top 25 dropped by almost a quarter to \$175 million per deal last year.

Sectors that attracted the most investment last year were healthcare and IT/ITES. The majority of deals under \$10 million were made in the e-commerce space, which was a sector highlighted in Bain's India Private Equity Report 2012. The subsector continues to grow in 2013, following on the nearly doubling of deals valued at less than \$10 million in the e-commerce space, from 12% in 2011 to 23% in 2012 of the total deals.

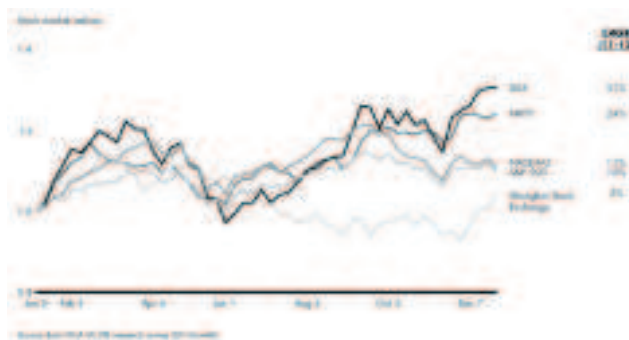
Sluggish Growth for Indian Venture Capital and Private Equity amid Political and Economic Uncertainty: Across the globe, 2012 was another volatile year. Europe struggled to maintain a coherent fiscal policy in the face of internal schisms and debates about the future of the euro. Spain's request for a \$125 billion rescue for its financial sector was seen by many as a preliminary step towards a full bailout. Greek elections caused internal political unrest and economic ripples throughout the euro zone, triggering debate over whether Greece might leave the euro. On the other side of the Atlantic, politicians continued their game of brinkmanship over economic policy and brought the US to the edge of the so-called "fiscal cliff".

However, the close of the year saw anxieties easing. President Obama's reelection guaranteed a certain level of continuity in US economic policy, and a deal struck in late December averted the fiscal cliff—for now. Even

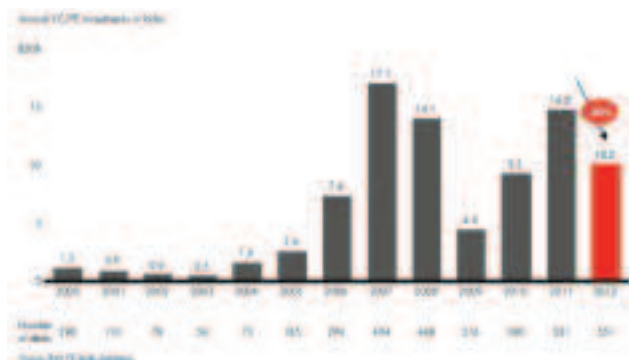
Europe began to show some signs of cheer, with Ireland on its way to participating in the bond markets towards the end of 2013.

In Asia, the story is still one of growth, albeit the high growth rates of previous years are gone: China reported only a 7% increase in GDP and India saw a drop to approximately 5% GDP growth in the third quarter of this financial year. Asia's stock markets also remained fairly positive—while the Shanghai Index grew by 5% between January and December, India's NIFTY saw strong growth of around 24%. This growth was mirrored in Western stock markets, with the S&P growing by 10%, NASDAQ by 11% and the German DAX by 31%.

World stock markets show healthy growth:



India lost its standing as the fastest-growing private equity market in Asia, declining at a rate of 30%. In 2011, PE investments reached the equivalent of 0.8% of GDP, according to Euro monitor. In 2012, this figure dropped to 0.5%. This percentage is higher than those of China (0.26%) and Brazil (0.26%), though lower than those of more developed markets. VC and PE deal value declined by 30% from 2011, to \$10.2 billion, although deal volumes remained robust.

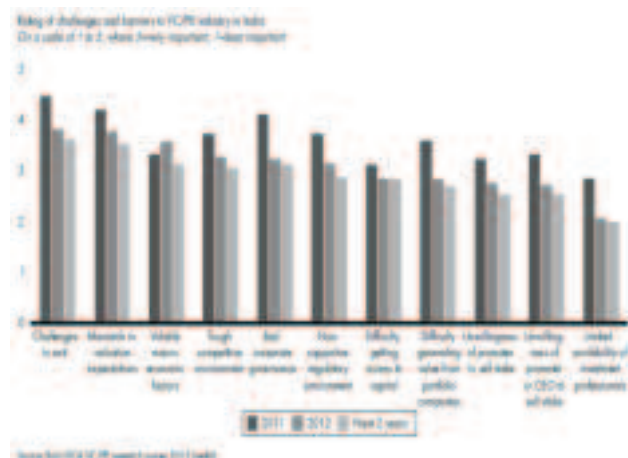


We have reason to believe that the fundamentals of the Indian PE market are sound. The LPs and GPs we have interviewed unanimously believe in the long-term potential of private equity in India and in India's growth story. While the economy may have slowed down, GDP continues on its upward trajectory, bringing continual increases in trade flows, industrial production and

consumer spending. India's middle class grows by the day, pushing more and more households above the baseline for additional spending and creating a thriving upper middle class, with large disposable incomes.

Difficulty in exiting and mismatch in valuations remain the biggest challenges and barriers to the VC and PE industry.

To gain a better perspective on what they perceive to be the main impediments to growth, They surveyed key industry stakeholders and asked them to identify the challenges for private equity in future.



Concern About Returns Not all investments have generated the returns expected of them. This is particularly true of investments made during the boom years of 2004 through 2007, which are now reaching maturity. Their performance is causing concern among LPs.

Expectations Mismatch Over Asset Valuations Despite the trend towards more realistic valuations, GPs believe that high-quality deals are still pricey and will remain so.

Sustained Pressure On Exits This year, pressure to exit was ranked by GPs as the biggest challenge they face. The number of exits may have increased in 2012, but there is still some distance to go; many investments from 2006 and 2007 have exceeded their five-year holding period. Although the wider economic context no doubt played a role in impeding exits, the GPs we spoke to agree that some investments made during that time were not based on sound fundamentals.

Value Creation Indian entrepreneurs are not fully open to having PE funds actively participate in their company's strategy and operations, and PE funds continue to get opportunities to acquire only minority stakes.

Macroeconomic Environment India's performance in GDP growth, inflation and other economic factors were disappointing throughout 2012. As a result,

“macroeconomic factors” replaced “non-supportive regulatory environment” on investors' list of top five concerns—a change from the prior year. While the policy framework remains uncertain and continues to deter investment, government reforms embarked on towards the end of 2012 have done a lot to dispel fears.

They predict that growth will continue in healthcare and consumer products. Healthcare, as we noted earlier, is a recession-proof field, with growth predicted at more than 15% as infrastructure and insurance penetration rates improve. Consumer products have shown some resilience in troubled economic times, and there's a distinct increase in investments in food and beverages over the last two to four years. We believe also that education will continue its upward trajectory and attract increasing levels of investment. However, telecom and real estate are likely to remain low on investors' list of priorities.

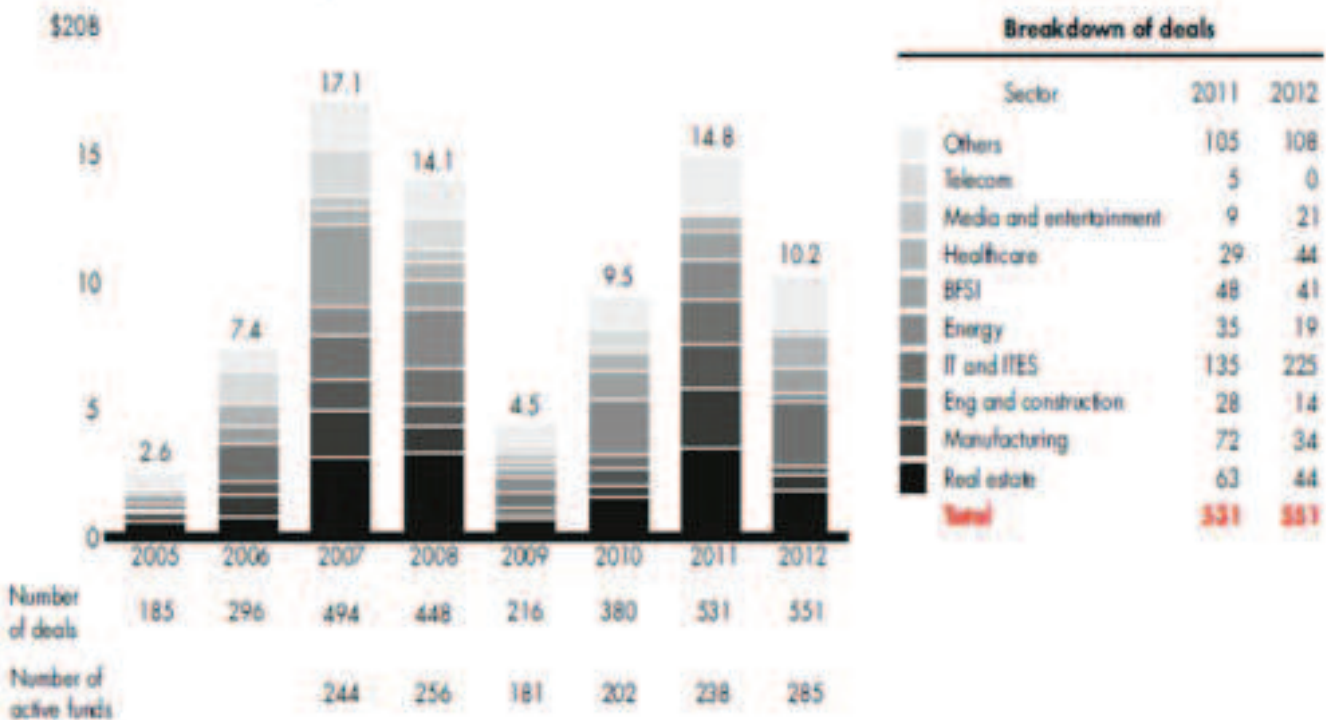
Both consumer and retail and healthcare sectors are expected to draw the most interest:



A closer look at investments of less than \$10 million shows significant growth in the healthcare, IT and IT-enabled services (ITES) sectors (see Figure 3.5). Of the 360 deals valued at less than \$10 million, over half were in IT and ITES. Education is also a growing space in this deal-size bracket, with 14 smaller investments over the course of the year. More than 40% of healthcare deals (20 deals out of 44) were valued at less than \$10 million as well. Within the IT and ITES sector, the \$1 billion deal struck by Bain Capital and GIC over Genpact significantly increased the total sum invested. But the sector has also seen a number of deals with small firms operating in niche segments, such as e-commerce and online search engine services.

Deal making increased across healthcare, IT, and media and entertainment; volumes surpass 2011 peak

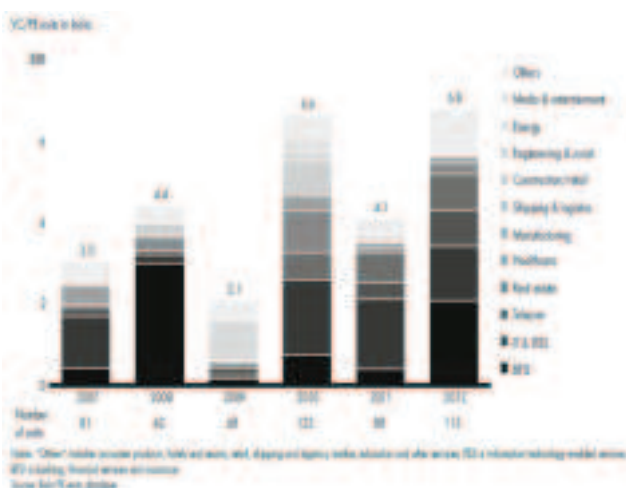
Annual VC/PE investments in India by sector



Notes: "Others" includes consumer products, hotels and resorts, retail, shipping and logistics, textiles, education and other services; BFSI refers to banking, financial services and insurance; active funds are funds that have done at least one deal in the mentioned year
Source: Bain PE deal database

The year 2012 has witnessed a significant increase in the number of exits. After many years of low exit rates compared with new deals, the number of exits rose—from 88 exits in 2011 to 115 exits in 2012—with a total value of \$6.8 billion, up from \$4.1 billion in 2011.

Exits increased by about 30% in 2012:



The most popular exit route for both venture capital and private equity investments in India continues to be through public market sales, including IPOs. While the

proportion of deals exiting through public markets remained the same at about 40%, the percentage of the total exit value almost doubled, from 25% in 2011 to 48% in 2012. A significant chunk of this IPO exit value was the \$763 million exit from Bharti-Infratel by Goldman Sachs, Temasek and Macquarie. Part of this increase may be attributed to the fact that many IPOs of PE-backed companies due to occur in 2011 were deferred and showed up in 2012 figures. In addition to the public markets, promoter buybacks and secondary sales were also popular exit routes. Together, secondary and buyback deals accounted for 35% of exit volume, and 2012's largest exit, General Atlantic and Oak Hill Capital's \$1 billion exit from Genpact, was via a secondary sale.

Conclusion: To encourage the growth of venture capital will require further action, and it is likely that the government will continue and even accelerate its efforts to encourage venture capital investing. The role of the government cannot be avoided: it must address tax, regulatory/ legal and currency exchange policies, since many of these affect both venture capital firms and the companies that they finance. More mechanisms need to be developed to reduce risk if funds for venture capital must come. Venture capital industry, investors and funded firms work closely together in an enabling

environment that allows entrepreneurs to focus on value creating ideas and venture capitalists to drive the industry by the levers of control in return for the provision of capital, skills, information and complementary resources. We further conclude that India can generate additional economic growth by fostering venture capital activities.

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