

## Entrepreneurship Developement in India – A Study

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### ABSTRACT:

Entrepreneurship is necessary to initiate the process of economic development of both developed and developing countries as it is the back bone of economy of any country. Entrepreneurship refers to combining the available resources of production in such a new way that it produces the goods and services more satisfactory to the customers. Entrepreneur is a catalytic agent of change. It is also instrumental in sustaining the process of economic development. Every country tries to achieve economic development for prosperity and better life standard of its people. In this scenario this paper handles on different entrepreneur in India.

### Key words:

Risk-taking, Personal value orientation, Economic development.

### I. INTRODUCTION:

The role that entrepreneurship plays in the socio-economic development of a country is well acknowledged. As a result, a large number of programmes to support entrepreneurship to fulfill its economic and societal roles designed by the governments and international organizations. However, due to the perception that the concepts of entrepreneurship and youth entrepreneurship are interchangeable, youth entrepreneurship remain somewhat unaddressed in many countries while considerable attention has been made upon entrepreneurship in general.

The problems of entrepreneurship have been addressed in the same way for different groups within the population by the use of 'one size fits all' policies and programmes. Recently, interest in youth entrepreneurship has been fuelled due to high levels of unemployment amongst young people and as a way to foster employment opportunities or to address social exclusion. Furthermore, entrepreneurship is seen as a channel for the talents of many highly educated young people in areas such as information technology, biotechnology and other modern industries.

### II. REVIEW OF LITERATURE:

Baker (2008) in the paper "Fostering a Global Spirit of Youth Enterprise" outlines the present challenge of youth unemployment and investigates the role that youth enterprise can play in tackling this challenge, before examining the opportunities for public and private sector collaboration to achieve meaningful social and economic change. The paper draws on examples of existing collaborative youth enterprise initiatives suggesting how these may be replicable and scalable. David H. Holt (2000) in his book Entrepreneurship: New Venture Creation has dealt in detail about the success factors for entrepreneurs. Holt says at the top of the success factor list is the "Entrepreneurial Team" comprising of partners, associates or extensive network of advisors. Thomas W. Zimmerer and Norman M. Scarborough (2006) in their book Essentials of Entrepreneurship and Small Business Management, describe entrepreneur as a person who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying significant opportunities and assembling the necessary resources to capitalize on them.

### III. ENTREPRENEUR AND ENTREPRENEURSHIP:

Entrepreneur and Entrepreneurship has been defined by various authors in various ways. Peter Drucker defines it as one who always searches for change, respond to it and exploit it as an opportunity. Innovation is a specific tool of entrepreneur, the means by which they exploit change as an opportunity for a different business / service. According to Schumpeter, an entrepreneur is a person who is willing and able to convert a new idea or invention into a successful innovation. Entrepreneurship employs what Schumpeter called "the gale of creative destruction" to replace in whole or in part inferior innovations across markets and industries, simultaneously creating new products including new business models. In general terms an entrepreneur is one who creates and establishes a new endeavor by analyzing prospect for profit/growth, as well as endows his/ her majority of the time and resources to make it his/her principal source of earning.

## IV. CLASSIFICATION OF ENTREPRENEURS:

In the early phases of economic development entrepreneurs will have initiative to start new ventures and find innovative ways to start new enterprise. New products, new techniques and new markets are found out by innovative entrepreneurs. It is innovative entrepreneurs who built the modern capitalism. The enterprising spirit of the innovative entrepreneurs opens new markets and develops enterprises. There is a second group of entrepreneurs generally referred to as initiative entrepreneurs who copy or imitate suitable innovations made by the innovative entrepreneurs. They also contribute to the development of the economy especially in underdeveloped countries. The adaptation is mainly due to suit the local conditions.

They bring industries to the poorer countries. The third type is Fabian entrepreneur. By nature these entrepreneurs are shy and lazy. They follow the set procedures, customs, traditions and religions. They do not venture to take risks. Usually they are second generation entrepreneurs in a business family enterprise. The fourth type is Drone entrepreneurs who refuse to copy or use opportunities that come on their way. They are conventional in their approach and stick to their set practices, products, production methods and ideas. They may be termed laggards. In such cases the organization loses market and may be pushed out of the market.

## V. CHARACTERISTICS OF SUCCESSFUL ENTREPRENEURS:

Entrepreneur is a human being, who conceives in his mind an industrial enterprise. For this purpose he provides considerable efforts for fructifying his dream. It is a purposeful penetrating action for initiating, promoting and managing the economic activity or activities for the production and distribution of wealth. There should be a person with a mind, heart and intention to combine them all and convert them into production or creation of goods and services wanted by the people. It is the entrepreneur who has to come forward to execute these activities related to production with the sole purpose of satisfying the customer. A successful entrepreneur is always aware of the new developments and changes that take place around him in the society and is prepared to adapt to the changing needs of the society. He is the central point, around whom all other factors of production, productive resources and techniques shall revolve.

He integrates talent, abilities and drives to transform the resources into profitable ventures. Studies on entrepreneurs have revealed that personality and cultural or social factors are related to entrepreneurial behaviour. Traits such as self confidence, creativity, persistence, calculated risk taking capacity, determination, need for achievement, individuality, leadership, versatility, optimism and liking for challenges characterize the entrepreneurial person. A person who has a business of his own is called an entrepreneur. But what differentiate an entrepreneur from a successful entrepreneur is his achievements in the field of his business.

## VI. ENTREPRENEURIAL SCENARIO IN INDIA:

During post independence era, entrepreneurship has begun to grow faster. The Government of India has spelt through industrial policy statements steps for rapid and balanced industrialization of the country. The government recognizes the vital role of the private sector in accelerating industrial development especially after the economic liberalization in 1991. The government pursues the following objectives:

- \* To maintain a proper distribution of economic power between public and private sectors.
- \* To disseminate the entrepreneurial acumen concentrated in a few dominant communities to a large number of industrially potential people of varied social strata.
- \* To encourage the spirit of industrialization by spreading entrepreneurship from the existing centres to other cities, towns and villages.
- \* To achieve the above objectives the government has decided to encourage the development of small scale units. It provides various incentives and concessions to SSI in the form of capital, technical know how, markets and land to establish industrial units particularly in the backward areas of the country.

## Conclusion:

The business history of India comes out with names of successful entrepreneurs such as Tata, Birla, Modi, Dalmia, Kirloskar and others who started their enterprises in a small way and made a good fortune. Post liberalization we have witnessed the latest generation of entrepreneurs such as Ambani, Ruia, Azim Premji, Murthy, Siva Nadar etc. In conclusion, Scanning their personal characteristics show certain prominent traits:

- Willingness to work hard and to persevere even if the business is in the verge of failure.

- Having a strong desire to achieve high goals in business.
- Undying optimism for a future and not disturbed by others and follow their own route.
- Independent and not guided by the current problems besieging them.
- Good foresight to visualize the likely changes in the business and taking timely actions accordingly.
- Ability to bring together all the resources required for starting the enterprise.
- Initiating research and innovative activities to cater to changing needs of customers.

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