

OVERVIEW OF HOW TO NURTURE ENTREPRENEURSHIP IN OUR COUNTRY

M.Wasi Baig¹, Mohd.Ramazan², Aftabahmad³

¹Assistant Professor & In-Charge, ^{2,3}lecturer, Section of Applied Science,
Integral University Campus, Shahjahanpur (India)

ABSTRACT

Entrepreneurship development needs a strong support system consisting of credit, marketing, infrastructure and training. In addition, the existence of a peer group support such as an entrepreneur's associations, can be of great help in building confidence and shearing of lessons. In this paper we will study how to guide & motivate unemployment youth for self-employment, and to select career boosting business, and introduce them appropriate technologies, create awareness about industry structure and enhance managerial and entrepreneurship skills in participations.

Key words:-MSMEs,NGOs,MSEs,

I. INTRODUCTION

1.1 Entrepreneurship is the practice of starting new organizations , particularly new businesses generally in response to identified opportunities.

Many kinds of organizations now exist to support would-be entrepreneurs, including specialized government agencies, business incubators, science parks, and some NGOs.

1.2 Aim and objective of this paper

- To guide un-employed youth for career options and help them to select career boosting Ventures/ Business.
- To motivate unemployed youths for self-employment.
- Opportunity for identification of appropriate technology.
- To create awareness about industry structure before starting business.
- To promote micro, small and medium enterprises (MSMEs).
- To enhance the entrepreneurial and managerial skills of the participants.

1.3 An idea to Entrepreneurship

THE WAY FORWARD

- An idea can hit you any time.
- It can change your life and lead you on the path of entrepreneurship.
- But what does it take to convert a mere idea that you wake up with at midnight into a prototype?



An idea to entrepreneurship

- Experts say there is a set of easy steps that could help anyone to nurture a thought and take it forward to see if the kernel of a viable business is contained in it.



1.4 Easy Steps to nurture a thought into Business

- Look for it
- Read the Market
- Ideas can be ahead of their time
- Customize to Market needs
- Sell the idea to investors
- To start now.

II. WHY SELF-EMPLOYMENT (ENTREPRENEURSHIP)?

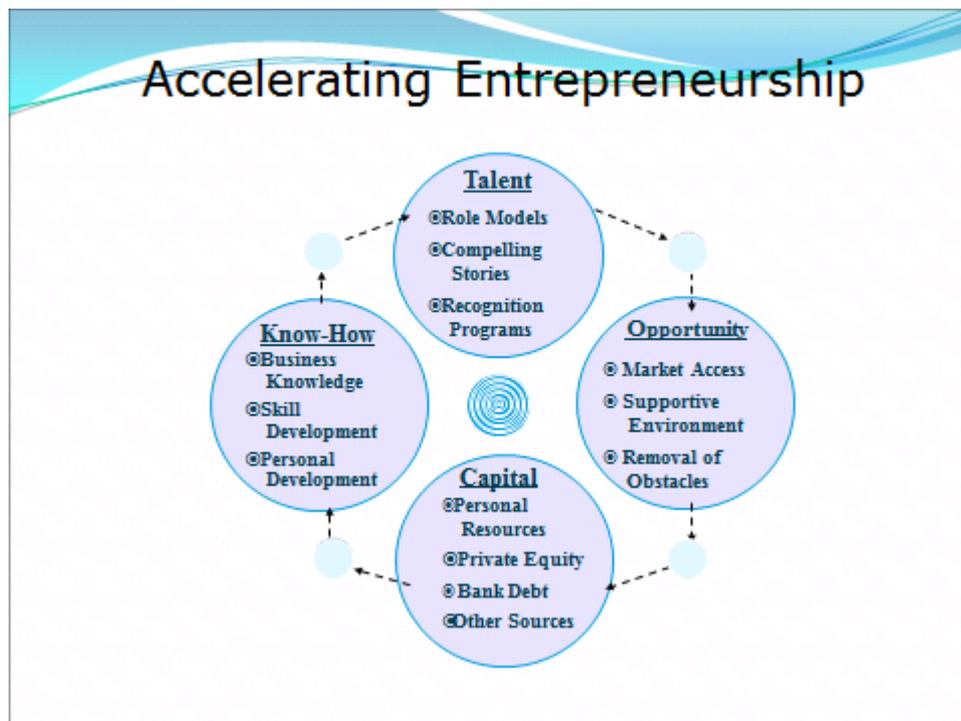
Fewer Opportunities in Govt. jobs(5%) & 30-40% job opportunities lies in Pvt. sector



- Self-employment generates more jobs Needs:

- Entrepreneurship development needs a strong support system consisting of credit, marketing, infrastructure and training.
- In addition, the existence of a peer group support such as an entrepreneur's associations can be of great help in building confidence and shearing of lessons.

2.1 How to Accelerate Entrepreneurship



2.2 Areas of Entrepreneurship

There are all areas open / available for Entrepreneurship however, few of them are highlighted here in both manufacturing and service sectors-

- Agro-based industries
- Food processing industries
- Medicines
- Mechanical machines and equipment's
- Electrical / electronic machines and equipment's
- Telecommunication machines and equipment's
- Building materials and construction
- Pharmaceutical
- Testing Laboratories (material, equipment's, clinical etc.)
- Information Technology
- Computer hardware & Networking
- Hospitals, hotels, transportation, cold stores, Dairy,
- Garments, leather goods, stone , gem & jewellery

2.3 Advantages of Entrepreneurship

- Every successful entrepreneur brings about benefits not only for himself/ herself but for the society, region or country as a whole. The benefits that can be derived from entrepreneurial activities are as follows:
- Enormous personal financial gain
- Self-employment, offering more job satisfaction and flexibility of the work force
- Employment for others, often in better jobs
- Development of more industries, especially in rural areas
- Encouragement of the processing of local materials into finished goods for domestic consumption as well as for export
- Income generation and increased economic growth
- Healthy competition thus encourages higher quality products
- More goods and services available
- Development of new markets
- Promotion of the use of modern technology in small-scale manufacturing to enhance higher productivity
- Encouragement of more researches/ studies and development of modern machines and equipment for domestic consumption
- Development of entrepreneurial qualities and attitudes among potential entrepreneurs to bring about significant changes in the rural areas
- Freedom from the dependency on the jobs offered by others
- The ability to have great accomplishments
- Reduction of the informal economy

2.4 Entrepreneurial Characteristics

- Achievement Orientation
- Self- Confidence
- Initiative
- Willingness to take risks
- Opportunity Seeking
- Leadership
- Commitment to honour word.
- Strategic and systematic planer
- Concern for quality
- Problem solving
- Positive mental attitude
- Information seeking
- Persuasive ability
- Networking
- Goal setting

2.5 Contributions of Entrepreneurs

- **Develop new markets:** Under the modern concept of marketing, markets are people who are willing and able to satisfy their needs. In Economics, this is called effective demand. Entrepreneurs are resourceful and creative. They can create customers or buyers. This makes entrepreneurs different from ordinary businessmen who only perform traditional functions of management like planning, organization, and coordination.
 - **Discover new sources of materials:** Entrepreneurs are never satisfied with traditional or existing sources of materials. Due to their innovative nature, they persist on discovering new sources of materials to improve their enterprises. In business, those who can develop new sources of materials enjoy a comparative advantage in terms of supply, cost and quality.
 - **Mobilize capital resources:** Entrepreneurs are the organizers and coordinators of the major factors of production, such as land labour and capital. They properly mix these factors of production to create goods and service. Capital resources, from a layman's view, refer to money. However, in economics, capital resources represent machines, buildings, and other physical productive resources. Entrepreneurs have initiative and self-confidence in accumulating and mobilizing capital resources for new business or business expansion.
 - **Introduce new technologies:** new industries and new products. Aside from being innovators and reasonable risk-takers, entrepreneurs take advantage of business opportunities, and transform these into profits. So, they introduce something new or something different. Such entrepreneurial spirit has greatly contributed to the modernization of economies.
 - All of these are intended to satisfy human needs in a more convenient and pleasant way.
 - **Create employment:** The biggest employer is the private business sector. Millions of jobs are provided by the factories, service industries, agricultural enterprises, and the numerous small-scale businesses. For instance, the super department stores .More jobs mean more incomes. This increases demand for goods and services. This stimulates production. Again, more production requires more employment.
 - **Risk taker:** have ability to gather resources and initiate actions with calculated risk taking.
- India's Great Entrepreneur:-

2.6 Views of eminent leaders about Entrepreneurship:-

Mahatma and Tagore wants Small enterprises through craftsmanship:-

- ✓ There was one aspect on which Mahatma and Tagore met on same terms. It was their espousal of Small enterprises through craftsmanship (KuteerUdyog, literally meaning industry in every hut).
 - ✓ May be this was the only area in which Mahatma left some impression on Tagore because soon Sriniketan was started which is a sort of mini kuteerudyog training centre on basic arts like sculpure, woodwork, pottery, weaving using old tools like taunt and Charkha etc.
- Educated young people should not depend on salaried jobs and should try to create self-employment. It is only when our young engineers and technical personnel are willing to take risks that our country can prosper.”

- Indra Gandhi

“It is categorical verdict of all the nations and great seers of the world that national progress depends on education and training (of the people). If, therefore, we desire the prosperity and development of our nation, we should strive for national system of education to educate our people in science and technology.

-“Sir Syed Ahmed Khan

g) Three production factors –

- *Three production factors are:
Land, capital and labour*
- *Land is more than just the real estate a business builds its factory or offices on. In economic terms, land is all the natural resources used in an enterprise,*
- *In economic terms, capital is the human creations that produce wealth, such as a car used as a taxi, an oven used to bake food for sale, a furnace used to make steel, as well as the interest that money can earn.*
- *The third factor is labour- This refers to all human endeavours that produce wealth, both physical and mental. Some people believe that it is the sole source of wealth, that labour alone creates value.*

III. ABOUT TYPES OF ENTERPRISES

- Micro
 - Small and
 - Medium
 - Micro, Small & Medium Enterprises - The Engine of inclusive growth & development
 - Worldwide, the micro and small enterprises (MSEs) have been accepted as the engine of economic growth and for promoting equitable development. The MSEs constitute over 90% of total enterprises
- Micro Enterprises:-
- Investment in fixed assets in plant and machinery up to Rs.25 Lacs in manufacturing sector.
 - Investment in fixed assets in plant and machinery does not exceed Rs.10 Lacs in service sector.
- Small Enterprises:-
- Investment in fixed assets in plant and machinery is more than Rs.25 lacks but does not exceed Rs.5 crores in manufacturing sector.
 - Investment in fixed assets in plant and machinery is more than Rs.10 lacks but does not exceed Rs.2 crores in service sector
- Medium Enterprises:-
- Investment in fixed assets in plant and machinery is more than Rs.5 Crore but does not exceed Rs.10 Crore in manufacturing sector.
 - Investment in fixed assets in plant and machinery is more than Rs. 2 Crore but does not exceed Rs. 5 Crore in service sector.

IV. METHODS OF COSTING

As per the nature and peculiarities of the business, different Industries follow different methods to find out the cost of their product. There are different principles and procedure for doing the costing. However the basic principle and procedure of costing remain the same. Some of the methods are mentioned below:

1. Unit Costing
2. Job Costing
3. Contract Costing
4. Batch Costing
5. Operating Costing
6. Process Costing.
7. Multiple Costing
8. Uniform Costing.

V. CONCLUSION

Entrepreneurs create more employment than their counterparts, relative to their size. Hence for the development of our country we have to organize Entrepreneurship orientation programs /workshops/special lectures/seminars etc, specially for our youth, which can be motivate/guide/ ignite/accelerated our youth to mould into the unemployment to self-employments.

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