

Entrepreneurship development: Importance for make in India

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Abstract

Entrepreneurship Development Programme which is primarily meant for developing those first generation entrepreneurs who on their own account cannot become successful entrepreneurs. Entrepreneurial Development Programme means a programme conducted to help a person in strengthening his entrepreneurial motive and in acquiring skill and capabilities required for promoting and running an enterprise efficiently. A programme which is conducted with a motive to promote potential entrepreneurs, understanding of motives, motivational pattern, their impact on behavior and entrepreneurial value is termed as entrepreneurial development programme. There are a number of programmes which give information to the prospective entrepreneurs regarding new business idea, how to set up a new venture, how to prepare a project report, sources of finance etc. These programmes should not be confused with EDP; these are all a part of EDP. EDP is primarily concerned with developing, motivating entrepreneurial talent and understanding the impact of motivation on behavior.

Keywords: Entrepreneurship Development Programme (EDP), Opportunities & Challenges

Introduction

True entrepreneurs are resourceful, passionate and driven to succeed and improve. They're pioneers and are comfortable fighting on the frontline. The great ones are ready to be laughed at and criticized in the beginning because they can see their path ahead and are too busy working towards their dream. An entrepreneur is a businessperson who not only conceives and organizes ventures but also frequently takes risks in doing so. Not all independent business people are true entrepreneurs, and not all entrepreneurs are created equal. Different degrees or levels of entrepreneurial intensity and drive depend upon how much independence one exhibits, the level of leadership and innovation they demonstrate, how much responsibility they shoulder, and how creative they become in envisioning and executing their business plans. This paper focuses and provides an insight into the meaning, qualities required for an entrepreneur, opportunities and challenges faced by them and at last with a small discussion on entrepreneurship as a career.

In the North Eastern region, the concept of developing entrepreneurship was first introduced in Assam in the year 1971. The Government of Assam under the Chief Minister ship of late Sarat Chandra Sinha introduced a scheme called "Half a million job" and a separate organisation was created for this purpose, called "Entrepreneurial Motivation Training Centre" (EMTC). Nine EMTCs were set up in different places of Assam.

In 1973 NEITCO was created and one of the functions of it was organising training programmes on entrepreneurship development. In 1979 Small Industries Extension Training Institute (SIET), Hyderabad set up its NER centre at Guwahati. It became NISIET in 1984 and Indian Institute of Entrepreneurship Development (IIE) in 1994. Training, Research and Consultancy for the development of small and medium enterprises in the north-east is the primary function of IIE.

In 1987 NECON was established with its headquarter at Imphal, Manipur. In addition, organisations like SISI, NSIC,

NPC, NIRD, number of NGOs, industry associations, forums etc. have been operating in the region and one of the functions of such organisations is developing entrepreneurship through training, research and consultancy. Similarly, some state level organisations and government departments like Directorate of Industries and Commerce, SIRD, ASIDC, DRDA etc. and other organisations/institutions in the NE Region like Tripura Industrial Development Corporation (TIDC), Meghalaya Industrial Development Corporation (MIDC), MANIDCO (Manipur), APSFDC (Arunachal Pradesh), ZIDCO (Mizoram), NIDC (Nagaland), SIDC (Sikkim) etc. have been involved for developing entrepreneurship programmes like General EDP, Sector Specific EDP, Area Specific EDP, Rural EDP, Urban EDP etc. For example, the types of entrepreneurship development programmes under "Promotion of New Entrepreneurs" section, conducted by IIE, Guwahati can be seen from the following Table 1.

Table 1: Entrepreneurship Development Programmes Conducted by IIE in NE Region during 2006-07

S No.	Types of Programmes	No. of Programmes	No. of Participants
1	General EDP	31	1359
2	Women EDP	03	71
3	Sector Specific EDP	21	1335
4	EDP for PMRY beneficiaries	06	337
Total		61	3102

Source: IIE Annual Report, 2006-07

In addition, IIE also organize some other relevant programmes for developing entrepreneurship in the NE Region which include production of new entrepreneurs, growth of existing entrepreneurs, creation of environment for entrepreneurship, information technology, seminar and workshops etc. Like IIE, other institutions and organizations mentioned above and the different departments and organizations in the states of north-east are also working towards the development of

entrepreneurship in their respective sectors/areas.

In spite of the role played by all these organizations, it is seen that-

- Only 2% of SSI and about 2.5% of medium and large-scale industries have been set up in the North Eastern Region.
- About 43 lakhs educated youth are unemployed in north-east as on March, 2008. Out of which the maximum unemployed youths are located in Assam (about 22-50 lakhs) and lowest is in Sikkim.
- About 20 to 25% of the trained entrepreneurs have set up units/trading activities in different parts of the region.
- Cost of production of most of the items are 30% higher in the NE Region against all India average.

The major reasons for poor performance in the development of entrepreneurship in this region are-

- Lack of entrepreneurial tradition.
- Lack of awareness/information about various opportunities.
- Lack of proper motivation and support.
- Entrepreneurs often regarded as having low prestige or value in the society.
- Entrepreneurs by and large have no initiative to invest and to take risk.
- Lack of adequate financial, marketing, R&D support etc.

Objectives of EDP

The major objectives of the Entrepreneurship Development Programmes (EDPs) are to:

- Develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement.
- Analyze environmental set up relating to small industry and small business.
- Select the product.
- Formulate proposal for the product.
- Understand the process and procedure involved in setting up a small enterprise.
- Know the sources of help and support available for starting a small scale industry.
- Acquire the necessary managerial skills required to run a small-scale industry.
- Know the pros and cons in becoming an entrepreneur.
- Appreciate the needed entrepreneurial discipline.
- Besides, some of the other important objectives of the EDPs are to:
- Let the entrepreneur himself / herself set or reset objectives for his / her enterprise and strive for their realization.
- Prepare him / her to accept the uncertainty in running a business.
- Enable him / her to take decisions.
- Enable to communicate clearly and effectively.
- Develop a broad vision about the business.
- Make him subscribe to the industrial democracy.
- Develop passion for integrity and honesty.
- Make him learn compliance with law.

Specific Objectives:

- Creating awareness of enterprise and self-employment as a career option for students

- Developing positive attitudes towards innovation, enterprise and self-employment.
- Instilling an entrepreneurial mindset to all Rwandans (young & old, male & female)
- To provide Rwandans with entrepreneurial skills to help them run and manage their income generating activities and job creation.
- To encourage new start-ups and support all unique aspects of entrepreneurship.
- Development of competences necessary to a dynamic entrepreneur, critical thinking, decision-making and accountability among others.

Methodology of Study

The study focuses on extensive study of Secondary data collected from various books, National & international Journals, publications from various websites which focused on various schemes & roles of Indian government towards Entrepreneurship development.

Importance and Impact of EDP

Entrepreneurs are considered as agents of economic growth. They create wealth, generate employment, provide new goods and services and raise the standard of living. EDP is an effective way to develop entrepreneurs which can help in accelerating the pace of socio-economic development, balanced regional growth, and exploitation of locally available resources. It can also create gainful self-employment. An EDP equips entrepreneurs and makes them competent to anticipate and deal with a variety of problems that any entrepreneur may have to face. It gives confidence to the entrepreneur to face uncertainties and take profitable risks. It prepares them to deserve and make good use of various forms of assistance.

EDP can be beneficial in the following ways:

- **Economic Growth:** EDP is a tool of industrialization and path to economic growth through entrepreneurship.
- **Balanced Regional Development:** EDP helps in dispersal of economic activities in different regions by providing training and other support to local people.
- **Eliminates Poverty and Unemployment:** EDPs provide opportunities for self-employment and entrepreneurial careers.
- **Optimum use of Local Resources:** The optimum use of natural, financial and human resources can be made in a country by training and educating the entrepreneurs.
- **Successful Launching of New Unit:** EDP develops motivation, competence and skills necessary for successful launching, management and growth of the enterprise.
- **Empowers New Generation Entrepreneurs:** EDP, by inculcating entrepreneurial capabilities and skill in the trainees, create new generation entrepreneur who was not an entrepreneur.
- To generate opportunities for self-employment.
- To improve managerial capabilities of small-scale industries.
- To promote small enterprises at rural level.
- To contribute to the dispersal of business ownership.
- Some other organizations providing EDPs are-
- Small Industries Development Organization (SIDO)
- Indian Investment Centre (IIC)

- National Institute for Small Industry Extension and Training (NISIET), Hyderabad
- Small Industry Development Bank of India (SIDBI)

Conclusion

In recent decades the role of an entrepreneur has been considered of very great significance in accelerating the pace of growth and economic development in both the developed and developing countries. An entrepreneur is a person who perceives opportunities, organizes the resources needed to exploit the opportunity and sets up an enterprise. The process of setting up an enterprise is called entrepreneurship. An enterprise is a business venture. It is an undertaking that involves uncertainty and risk as well as innovation. An individual has the right to choose any income generating activity or self-employment or entrepreneurship as a career option. Functionally income generating and self-employment activities are the initial stages of entrepreneurship. The qualities of entrepreneurship and management are present in varying degrees in both managers as well as entrepreneurs. Yet entrepreneurs are different from managers. They create opportunities for innovation, experimentation and production. Governmental agencies to promote entrepreneurship development in turn to contribute for the socio-Economic growth of its nation.

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