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PROSPECTS AND CHALLENGES OF ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES IN INDIA

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ABSTRACT

In entrepreneurship and its association with economic development, empirical researchers and policy makers have shown increasing interest. Entrepreneurs are driven to achieve success in their business along with the qualities of a Leader, Manager, Dreamer, Innovator, risk taker, continues learner, decision maker & most important is to implement all these qualities into the work. There are a lot of examples of the entrepreneurs in India who are now called synonymous of 'Success'. They saw the bigger picture but wisely started their business as a very small unit. Entrepreneurs set the example of turning their dream into reality. And the story behind to achieve the dreams into reality is to set massive goals for themselves and stay committed to achieving them regardless of the obstacles they get in the way, with the ambition and the unmatched passion towards achieving the goal. It looks fascinating, attractive and motivating after listening stories of the entrepreneurs, but success is not as easy as it looks always. There are some obstacles which we call the challenges to overcome by looking forward the prospects to be a successful entrepreneur. This research paper focuses on the challenges towards entrepreneurship development programmes by exploring challenges for future strategy of its redressal.

KEYWORDS

entrepreneurship development; entrepreneurial firms; small businesses.

INTRODUCTION

In the present situation of unemployment, it is necessary to become familiar with the multi-dimensional aspects of Entrepreneurship. Entrepreneur is a person who innovates, allocates and manages the factors of production. This particular person is the supplier of resources, supervisor and coordinator and ultimate decision maker and has the ability to perceive latest economic opportunities and to device their exploitation. Entrepreneur has the greatest chance of success by focusing on a market niche either too small or too new to have been noticed by established businesses. The new generation entrepreneurs are well educated and are capable of understanding the fluctuating trends of markets. The entrepreneurs in most of the cases are having business family background. In certain cases, the new generation has started after facing a lot of difficulties from their first generation. In these cases, the new generation is very careful in selecting their business career. Entrepreneurs are the driving forces behind any economy. They create large corporations out of backyard enterprises. Henry Ford, Irving Berlins, Bill Gates, King Gillette and Rose Perot were people who envisioned a dream and took risk to achieve this Dream. They marched to a different beat. They were innovators, inventors, and adventurers. Entrepreneurship is a social phenomenon and it is not inherent within a person, rather it exists in the interaction between people. To be a successful entrepreneur it requires practicing as a manager by acquiring various skills and efforts in learning to understand a business. Entrepreneurship is the future of the modern society. It reflects a ray of hope for the unemployed to earn a living and maintain a dignified life and also for the economic development of the country.

The first half of the present century witnessed a gradual change in the scenario. During this period, there was a visible tendency among the natives to take to business. The spread of secular education, rising nationalist feelings and social reform movements must have given a fillip to this initial phase of the emergence of entrepreneurship. The independent India thus could claim to have created a conducive climate for spread of entrepreneurship. Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. In almost all the developed countries in the world women are putting their steps at par with the men in the field of business. Except some countries of the world the law of the country has been made in favour of the development of women entrepreneurship. In India women entrepreneurship is progressing despite of many challenges faced by women like lack of support from family, orthodox thinking of society, lack of technical knowledge, lack of financial knowledge etc as identified by Quraishi and Darzi (2016). The glorifying corporate has portrayed that they have progressed in last three decades after the industrial policy of 1991 because of the conducive entrepreneurship environment in India. It can be an entrepreneurial nation because of many reasons for it i.e. freedom of speech and willingness to disagree foster creative solutions, very high caliber human capital, diversity in the true sense of the term, the key to stimulate intellectual discourse, functioning capital market and venture capital sector to find new ideas, unique market structure, customer needs and affordability, stress on entrepreneurship, science and technology education and so on (Singh 2009). One added advantage before the population is that they possess some entrepreneurial qualities such as pre-planning ability, communicability determination and innovativeness (Jan et.al. 2016). If India has to achieve its projected 10 % growth rate she has to pursue and inculcate the youth perception in entrepreneurship as the youth is the nation builder and going to form the next league of the enterprise icons in our nation. There is a pervasive tendency to equate entrepreneurship development (ED) with self-employment. Many self-employed individuals are indeed entrepreneurs, but the majority are not. Their businesses are simply micro-enterprises in the informal sector, with little growth potential. The promotion of self-employment is a worthwhile objective, but it should not be confused with ED. Entrepreneurship development programmes that in reality focus only on self-employment are less likely to succeed in creating economic growth.

Entrepreneurship development should be about helping people start and grow dynamic businesses that provide high value added. In determining the difference, it is useful to look at potential growth sectors or geographic areas and to explore criteria for selecting beneficiaries who are entrepreneurs. A need assessment before programme formulation is useful. An analysis of high-growth economic sectors enables more focused support to entrepreneurs in the most promising sectors of the economy. Entrepreneurship development programmes should be formulated to identify risks and determine the likelihood of success, identify the factors that affect the levels of entrepreneurship in a country. These factors include the perception of opportunity, degree of respect accorded to entrepreneurs, acceptance of wide disparities in income and a family environment which is oriented towards business.

Entrepreneurship development programmes require a selection process that attempts to identify those target groups that have some of the key prerequisites for entrepreneurial success. While it can be argued that public funds should be spent on those who most need help, a selection process deploys limited resources where they are most effective, to the overall benefit of the community. Beneficiaries may be individuals and/or groups. An entrepreneurship development programme should help aspiring entrepreneurs to recognize and design unique, innovative business opportunities, based on an analysis of local conditions and their own special skills. The programme can help the entrepreneur to diversify based on his/her basic knowledge of a product or skill in a certain sector without distorting the local markets. In a truly entrepreneurial approach, innovative capacity matters more than the size of the market. Diversification can be accomplished by introducing a novelty or new product feature, stressing quality or value added, anticipating a new market or even creating a market. Hundreds of EDPs are conducted by various organizations to impart entrepreneurial training to participants in thousands (Gupta, 1990). The main objective of these EDPs is to train enterprise creators (Chowdhary & Prakash 2010). Having spent lot of public money and effort for organising EDPs it was also necessary to evaluate whether the objectives of EDPs are fulfilled or not. Despite of many measures the entrepreneurial development programmes have not shown the remarkable success. Much needs to be done to explore the optimal process for its successful outcome. Towards this backdrop the present study has been undertaken to assess the present status of entrepreneurship development programmes and recommend future strategy for its strategic planning and optimal implementation.

OBJECTIVES

The objective of the paper has been to explore the role of entrepreneurship development towards economic growth. It also identifies the issue for its effective redressal.

METHODOLOGY

The data required for the present study has been collected both from primary and secondary sources. Primary data has been collected through personal interview method. The secondary data has been collected from various published sources such as magazines, newspapers, journals, books, websites and other publications. The present study is descriptive in nature.

RESULTS AND DISCUSSIONS

ED training is usually more effective when linked to finance and other services such as marketing, quality assurance and productivity improvement. For example, involving the development banks at an early stage of the support process helps to prepare the entrepreneur for the credit process and facilitates the bank's appraisal of the business plan.

Successful entrepreneurship also depends on supportive and coordinated government policies. Entrepreneurship is conducive to economic growth and the creation of employment. Government programmes and policies have a significant impact on the level of entrepreneurship within a country. While many governments profess support for entrepreneurial businesses, they often lack specific policies and coordinated programmes designed to support entrepreneurial activity.

In India, the major factor impeding the development of entrepreneurship is the lack of adequate electric power which most times result in high cost of running businesses. However, there are other obstacles to successful entrepreneurial development initiatives. Liberalizing imports, ending public monopolies and opening public services to private-sector provision of goods and services enhance the conditions for entrepreneurship growth.

Fostering entrepreneurship involves ensuring that markets for capital, labour, goods and services are working well. It also requires that impediments to entrepreneurship be removed and that conditions be established in which innovation and risk-taking can flourish. Government policy-makers also seek to foster entrepreneurship through programmes which, for example, augment the supply of information and enable reliable transportation of goods and services, encourage networking, facilitate the provision of finance, and seek to create positive attitudes towards entrepreneurial activity. Focused policies that facilitate access to finance, professional services and training for start-up companies, that simplify business registration, reporting and taxation, etc. are essential to entrepreneurial venture creation. Seminars and the study of entrepreneurial development abroad can be included in programmes addressing entrepreneurship policy.

In the process of economic development and growth of a nation, role and relevance of Entrepreneurial Development Programme (EDP) is immense. It is the EDP through which the entrepreneurs learn the required knowledge and skill for running the enterprise successfully which ultimately contribute towards economic progress in the following ways:

Creation of employment opportunities: EDPs help solving the problem of unemployment by creating adequate employment opportunities through setting up of small and big industrial unit where the unemployed can be absorbed. Various programmes, schemes like Prime Minister's Rozgar Yojana, National Rural Employment Programme and Integrated Rural Development Programme etc. have been initiated by Government of India to eliminate poverty and solve the problem of unemployment.

Helping for to achieve Balanced Regional Development: Successful EDPs assist in accelerating the pace of industrialization in the backward areas and helps in reducing the concentration of economic power in the hands of an individual. The various concessions and subsidies offered by the State and Central Governments prompted the entrepreneurs to set up their own small and medium industrial units in the rural and backward areas. Through EDPs more and more industrial units in the backward areas are set up which lead to the development of rural sector which finally helps in achieving balanced regional development.

Prevents industrial slums: Entrepreneurial development programmes help in removal of industrial slums as the entrepreneurs are provided with various schemes, incentives, subsidies and infrastructural facilities to set up their own enterprises in all the non-industrialized areas.

Use of Local Resources: Plenty of locally available resources remain unutilized due to absence of initiative and lack of adequate knowledge by the entrepreneurs. Proper use of these resources will help to starve out a healthy base for rapid industrialization and sound economic growth. EDPs can help in the proper use of locally available resources by providing proper training, guidance and education to the potential entrepreneurs.

Economic Independence: The entrepreneurs through EDPs are able to achieve economic independence of a country by producing a wide variety of better quality goods and services at competitive prices. The entrepreneurs also through export promotion and import substitution are able to earn and save large amount of foreign exchange which is essential for the growth and development of any economy.

Improves the per-capita income and standard of living: EDPs provide the necessary support to entrepreneurs by educating them about the test innovation and techniques of production to produce a large variety of quality goods and services at competitive prices. EDPs also help in establishing more enterprises which aid to provide more employment opportunities and help in increasing the earning of the people. It will result in increase in per-capita income and thus helps in the improvement of standard of living of the people.

CONCLUSIONS AND RECOMMENDATIONS

Over the year's efforts made by the various governments in India to develop entrepreneurship have not yielded the desired results. One major reason is the treatment of all small businesses as entrepreneurial firms and implementation of policies and programmes across the board. The second set of problems relate to economic, social and political factors that create hostile environment inimical to the development of entrepreneurial firms and other small businesses.

The entrepreneurial firms should be separated from other non-entrepreneurial small businesses, to allow for distinct policies and programmes required by each category of small businesses. To achieve this categorization, all small businesses should be encouraged to submit their business plans to a development agency such as the Small and Medium Enterprises Development Agency of India. From the business plans, potential and nascent entrepreneurs are identified and separately registered. The agency should develop a strategy for monitoring, on yearly basis, firms that are classified as entrepreneurial for at least a period of three years. Firms that fail to realize projections in their business plans should be declassified. Entrepreneurial firms should be given higher level of support including outright government grants and soft loans for research and development and easy access to venture capitalists and business angels. The development of other small businesses will continue to be pursued to promote self-employment, reduce crime rate and improve the people's living condition. To this end, the implementation of the Microfinance Policy should be reviewed for greater impact on the generality of the rural populace.

Lastly, government should strive to reduce the cost of doing business in India, to the benefit of both entrepreneurial firms and other small businesses, by providing conducive environment. To achieve this objective, infrastructural facilities, including good road network, stable power and water supply should be provided as a matter of priority. Security should be beefed up in both urban and rural communities and problem of corruption should be realistically addressed.

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