



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

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ENTREPRENEURSHIP DEVELOPMENT – A CASE STUDY OF A VILLAGE IN YSR DISTRICT

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ABSTRACT

Every country tries to achieve maximum economic development. The economic development of a country to a large extent depends on human resources. But human resources alone will not produce economic development — there must be dynamic entrepreneurs. Entrepreneurs perform vital functions in economic development. Entrepreneurship plays a premium mobile role in industrial development. Industrial development through the medium of small scale units is initiated and nurtured by entrepreneurship. Entrepreneurship influences the process of industrialization. Government therefore is providing much thrust to entrepreneurship to generate employment. Hence, the present study is an attempt to know the socio economic conditions, factors influencing entrepreneurship, and the problems faced by the entrepreneurs in developing their enterprises particularly in Krishnapuram Village, Kadapa, YSR district.

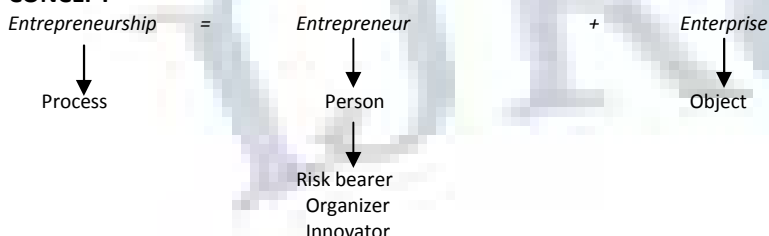
KEYWORDS

Entrepreneurship Development, Economic Development, YSR District.

INTRODUCTION

Development of entrepreneurship is a crucial factor for the development of a nation. In our country, entrepreneurship movement is gathering momentum, now-a-days and a plethora of support agencies are coming forward to drive the movement a long way for success. A high sense of responsibility is an essential ingredient for development of entrepreneurship in India. Every country tries to achieve maximum economic development. The economic development of a country to a large extent depends on human resources. But human resources alone will not produce economic development, there must be dynamic entrepreneurs. Entrepreneurs perform vital functions in economic development. They have been referred to as the human agents needed to mobilize capital, to exploit natural resources, to create markets and to carry on trade. They have been referred to as the human agents needed to mobilize capital, to exploit natural resources, to create markets and to carry on trade.

CONCEPT



Entrepreneurship is an economic activity that emerges and functions in socio- economic and cultural settings. Entrepreneurship is the process of identifying opportunities in the market place, marshalling the resources required to pursue these opportunities and investing the resources to exploit the opportunities for long term gains. It involves creating wealth by bringing together the resources in new ways to start and operate an enterprise.

An Entrepreneur is very often considered as a person, who sets up his own business or industry. Entrepreneurship is the purposeful activity of an individual or a group of associated individuals undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services. It is a mental attitude to take calculated risks with a view to attaining certain objectives. It also means doing something in a new and better manner.

Entrepreneurship plays a premium mobile role in industrial development. Hence, the **Government is giving so much thrust to entrepreneurship than in the place of employment.** India is a country of young people. Neither government nor the existing industries can create jobs to accommodate all the young people. Entrepreneurship generates many job opportunities. The entrepreneurship does not require job specific education. Entrepreneurship has now emerged as a

profession and by heritage and culture also. For example, kirana shops by settiyars, pot makers by kummari, barbar shops by mangali, cloth making or weaving by weavers and gold shops by gold smiths in padmsali etc..

FACTORS INFLUENCING ENTREPRENEURSHIP DEVELOPMENT

Entrepreneurship *does not emerge and develop automatically and spontaneously*. Its emergence and development depends upon the supporting conditions. They are economic and non-economic and also government actions. The following are the factors influencing entrepreneurship development:

IN GENERAL

- Economic* - Capital, labour, raw-material and market.
Non-economic - Cultural, social and psychological factors.
Government - Industrial policy, infrastructure facilities, financial support, entrepreneurship development programmes and the like.

IN PARTICULAR

Various factors like one's education and experience, availability of facilities, family conditions, environmental conditions, political conditions, financial conditions etc., influences the entrepreneurs to move from one occupation to another, from one location to another, from local to regional, and from national to international arena. The factors that contributed for the growth of entrepreneurship are as follows:

- Through inheritance from their fore fathers of the family
- Through encouragement from their family and friends
- Insufficient annual income of earlier occupation
- The nature and size of the family
- Observation of profitability of other entrepreneurs
- Joint family system is supportive than individual system to start an enterprise.
- Compulsion in family situations
- Creating of awareness through EDPs
- Accessibility of various government policies and infrastructure facilities related to encourage entrepreneurship
- Favourable Institutional support provided by the financial institutions
- Professional and technical skills through their higher education.
- Own interest and specialization in a particular field.

FINANCIAL & INSTITUTIONAL SUPPORT TO DEVELOP ENTREPRENEURSHIP

Entrepreneurship emerges through financial assistance also. Finance is compared as the life blood and is very important but not a magic wand to run as an enterprise. Government has set up a number of *financial institutions- both at Central and State level* – to provide variety of financial assistance such as term finance, refinance, working capital finance, under writing, equipment leasing, venture capital, asset credit, merchant banking, export finance etc., required by the Entrepreneurs to run and boost up their units through commercial banks, IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFC's, SIDC's, SIDBI, EXIM Bank, and the like.

"Developing a small enterprise is like rearing up a small baby". Hence, small enterprises need protection, development and promotion for their growth. The development of small scale industries contributes to the increase in per capita income i.e., economic development in various ways. It generates immediate employment opportunities with relatively low capital, promotes more equitable distribution of national income makes effective mobilization of untapped capital and human skills, leading to growth of villages, small towns, and economically lagging regions. This promotes to balanced regional development.

The Government of India has given small enterprise an important place in the framework of Indian economic planning for ideological as well as economic reasons. In common sense, increase in number of small enterprises means increase in the number of persons assuming the entrepreneurial career. In pursuance of the Government of India's new small scale enterprise policy titled "policy measures for promoting and strengthening small, tiny and village enterprises. Thus, small scale enterprises serve as seed-bed for the emergence of entrepreneurship in the country. Hence, more the small enterprise development, greater the opportunities for entrepreneurial career and vice-versa.

Industrialization has become an important part in the development of developing countries. Industrial development through the medium of small scale units is initiated and nurtured by entrepreneurship. Entrepreneurship influences the process of industrialization. Hence the present study is an attempt to study the factors influencing Entrepreneurship in Krishnapuram Village in YSR district.

OBJECTIVES

1. To study the socio economic conditions of Entrepreneurs.
2. To study the problems faced by Entrepreneurs.
3. To study the factors influencing Entrepreneurship.
4. To suggest suitable measures for Entrepreneurship development.

RESEARCH METHODOLOGY

The study is confined to the entrepreneurs in Krishnapuram village, Kadapa Y.S.R. District under the concept of Entrepreneurship development. The study is an attempt relating to the entrepreneurs of this village in view of the opportunities to the people to start enterprises and to gain employment because of the rich educational institutional and industrial support. Hence, this village is set up for the study. In order to study the impact of entrepreneurship development the primary data was collected through interview method from the entrepreneurs available in the village. Totally 40 respondents have been selected in study area out of 2000 population.

Before taking up entrepreneurship, some of them were worked as labour in the near by industries and the remaining were involved in agriculture. But now with the extensive support of the government in providing and designing proper financial assistance, programmes and schemes, profitable economic policies and these villages leaned towards entrepreneurship. Now they create and provide employment to others also which in turn increases the standard of living of the people in the village.

DATA ANALYSIS

In order to understand the socio-economic status of the members, the data regarding age, education, occupation, economic activities, annual income etc. were collected and analyzed in table - & table-2.

SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

Table-1 indicates that majority of the respondent's belonged to backward community (53 per cent) and 27 per cent from open category. The respondents from Muslim, SC & ST, and OBC constituted 20 per cent of the aggregate 40 respondents. Of 40 respondents, 70 per cent of the respondents are in the age group of 21-40 years and 25 per cent of the respondents in the age group of 41-60 years and the rest of 5 per cent in the age group of 0-20 years. With

TABLE 1: CASTE, AGE GROUP AND LITERACY LEVEL OF THE RESPONDENTS

1) Caste/ Community	Number of Respondents	Percentage to Total
Open category	11	27
Muslim	04	10
OBC	01	03
SC & ST	03	07
BC	21	53
Total	40	100
2) Age Group		
0-20	02	05
21-40	28	70
41-60	10	25
61 and above	-	-
Total	40	100
3) Literacy Level		
Below Primary	11	27
Secondary	14	35
Under graduate	06	15
Graduate	07	18
Post graduate	02	05
Total	40	100

regard to the literacy level of the respondents, more than 77 per cent completed their education up to 12th standard and 23 per cent had higher qualifications. This indicates that education of entrepreneurs is not a priority in the development of entrepreneurship. Majority of sample entrepreneurs have entered into business due to responsibility of running their families at early stages of education and unemployment. It is noted that entrepreneurs from all strata of the society, irrespective of caste, age and literacy are attracted towards entrepreneurship.

TABLE 2: OCCUPATION AND INCOME-WISE DISTRIBUTION OF THE RESPONDENTS

A) Occupation	No. of the Respondents	Percentage to total 40
Weaving	06	15
Hotels & Tiffen centers	08	20
Tailoring	02	05
Cool drink shop	03	07
Transport	09	23
Small Kirana Shop	04	10
Others	08	20
Total	40	100
B) Scale of Income (in Rs.)		
0-25000	-	-
25000-50000	08	20
50000-75000	20	50
75000-100000	02	05
More than 100000	10	25
Total	40	100

Source:- Field survey

Table-2 is given to show the income levels of respondents. It is observed that majority of the respondents i.e., 50 per cent had earnings up to Rs.75000, 25 per cent had more than Rs.100000, 20 per cent up to Rs.50000 and 5 per cent had up to Rs.100000. Hence it is identified the income levels of select respondents by and large is sizeable and satisfactory. It permits to the sound entrepreneurship development environment in the Krishnapuram village.

PROBLEMS FACED BY THE ENTREPRENEURS

The entrepreneurs have been facing a number of problems. The responses regarding the problems faced by the entrepreneurs have been given below:

- Higher rate of interest charged on the financial support
- Pressing family conditions
- Lack of awareness about the financial sources
- Unavailability of raw material causes higher prices
- Increased the cost of production
- Lack of awareness about entrepreneurship programmes
- Poor Marketing opportunities
- Unskilled labour
- Poor educational levels
- Unhealthy competition
- Lack of proper entrepreneurial training
- Lack of proper managerial skills
- Indifferent attitude of banks
- Misuses of government schemes

RECOMMENDATIONS FOR ENTREPRENEURSHIP DEVELOPMENT

The following recommendations are suggested for new entrepreneurs to work with patience, perseverance, self confidence and courage, and to overcome all the hurdles and also to come up in their life:

- People should come forward to do *self-employment* irrespective of their caste, age and education.
- Entrepreneurs should make use of the *incentives and schemes* offered by the government.
- The entrepreneurs should possess *complete knowledge* about their product and their ability.

- Government should create awareness regarding the schemes and programmes available for entrepreneurial development by *organizing awareness camps and EDPs* through various media.
- Government should encourage *private training institutions* involved in entrepreneurship.
- Government should try to *reduce the procedural difficulties* at the time of starting an enterprise.
- The *women entrepreneurs* should also be encouraged and must have enough *knowledge to avail the concessions* offered by the nationalized banks, state financing corporations and other state agencies.
- Government banks and financial institutions should come forward to offer loan to entrepreneurship with attractive *low interest rates and simplified procedures*.
- *Market support and preferential treatment* may be given to entrepreneurs in the society.

CONCLUSION

Considering the vast number of government programmes, schemes and financial services, entrepreneurship development awareness and training camps, there is tremendous scope to start enterprises in all areas. Banks, Government and NGOs are supposed to play a crucial role in developing the entrepreneurship. In order to achieve the broad aim of encouraging the entrepreneurs to become financially independent and self reliant every poor person should have an easy access to credit for starting small economic activities with the available local resources. The above village is treated as a model to promote entrepreneurship. So, conducive environment is needed and be created in the country to give boost in entrepreneurial arena, in turn to increase the contribution towards GDP resulting in developing the national economy. Poverty reduction is also possible by providing easy access to credit to small entrepreneurial activities.

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