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ENTREPRENEURSHIP AND SMALL SCALE INDUSTRIES IN INDIA

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ABSTRACT

The author has provided an empirical study on the "Entrepreneurship & Management " in this book. He has started his analysis with some general statements on the conceptual aspect of 'entrepreneurship'. The author has rightly identified some major qualities of an entrepreneur such as technical & organizational innovation, gaining command over scarce resources, training & responsibility for internal management. He is expected to have qualities like firm determination, high degree of patience, sincerity in approach, capacity for hard work, respect for dignity of labour. He must have the ability to analyse the various constraints & overcome them with great patience. He must be capable of taking risk up to a reasonable limit. The author has affirmed that an entrepreneur's. In this comprehensive study on entrepreneurial development in relation to small scale industries Or. Desai has provided a scholarly analysis of the subject with a backdrop of the Indian socio-economic scenario. The author has provided a detailed description & analysis of the small scale industrial sector in all its dimensions in the Indian context. Starting from the conceptual aspects of small scale industry he has traced the evolution & characteristics of SSI units & has highlighted the economic role of the SSI sector in the Indian economy. The author has explained the government policies towards the SSI sector since the early fifties up to the end of the last century. He has made a detailed study of the organizational, financial & marketing aspects of the SSI sector in the first part of his book.



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KEYWORDS: Entrepreneurship & Management , scarce resources, training.

INTRODUCTION :

personality, culture & other local factors are prominently interrelated with success level. The authors have tried to present the characteristic features of the sample entrepreneurs based on some objective. criteria such as age, level of education, family occupation, spatial

origin etc. They have tried to relate them to the level of performance in production & management of the industrial units. The study is conducted through personal interviews with the selected entrepreneurs. The results reveal that high success level is achieved by persons in the age group of above 55 years. High success in performance is

associated with entrepreneurs with graduation & above education level. The success level is high among entrepreneurs in services compared to trade & industry or agriculture. Specially high success is found to be associated with entrepreneurs of 'domiciled natives' compared to 'natives'. The motivation to start the unit is largely for 'economic

gains' as asserted by majority of entrepreneurs. The study has revealed that high demand for the products was the most encouraging factor for the sample entrepreneurs. Capital shortage has been found to be the predominant discouraging factor in starting industrial units. The study has revealed that for SSI units which employed hired managerial persons showed better performance than others. Further for existence of technically qualified persons at the managerial/ entrepreneurial levels of the units however contribute very little to the improvement of performance of such units.

SMALL SCALE INDUSTRIES IN INDIA (A CASE STUDY FROM ASSAM)

The author has provided an empirical study on the "Entrepreneurship & Management" in this book. He has started his analysis with some general statements on the conceptual aspect of 'entrepreneurship'. The author has rightly identified some major qualities of an entrepreneur such as technical & organizational innovation, gaining command over scarce resources, training & responsibility for internal management. He is expected to have qualities like firm determination, high degree of patience, sincerity in approach, capacity for hard work, respect for dignity of labour. He must have the ability to analyse the various constraints & overcome them with great patience. He must be capable of taking risk up to a reasonable limit. The author has affirmed that an entrepreneur's personality, culture & other local factors are prominently interrelated with success level.

The authors have tried to present the characteristic features of the sample entrepreneurs based on some objective criteria such as age, level of education, family occupation, spatial origin etc. They have tried to relate them to the level of performance in production & management of the industrial units. The study is conducted through personal interviews with the selected entrepreneurs. The results reveal that high success level is achieved by persons in the age group of above 55 years. High success in performance is associated with entrepreneurs with graduation & above education level. The success level is high among entrepreneurs in services compared to trade & industry or agriculture. Specially high success is found to be associated with entrepreneurs of 'domiciled natives' compared to 'natives'. The motivation to start the unit is largely for 'economic gains' as asserted by majority of entrepreneurs. The study has revealed that high demand for the products was the most encouraging factor for the sample entrepreneurs. Capital shortage has been found to be the predominant discouraging factor in starting industrial units.

SMALL ENTREPRENEURS

The small entrepreneurs came to the existing business not only because of economic & financial compulsion but also due to family compulsion. They also require intrapunitive initiative & risk taking competences to become successful entrepreneurs. The study suggests that the entrepreneurship training should focus on developing the three behavioral competencies along with other business related inputs.

Small Industry Development In the Liberalization Context

The new policy of replacing the policy of protection by one of aggressive promotional efforts to give the small scale sector, including tiny sector enterprises an edge in the current day competitive environment. He has discussed the thrust areas relating to the directions & strategies on various facts of small industry development. The author has covered such aspects as coverage of small scale sector, cluster approach, policies of protection to be replaced by promotional strategies, partnership between large & small enterprises, export promotion, entrepreneurship development technological advancement & quality consciousness, information technology, role of industry associations & steps towards liberalization implemented by state institutions. The author has also summed up a few aspects on which continuous efforts need to be focussed to make small enterprise a vibrant segment of the industrial sector.

Entrepreneurship Development

A strong plea that there is an urgent need for evolving an entrepreneurship development programme to equip the latent talent to take advantage of the growing opportunities. He maintains that in this task cooperation of the training institutes & related agents at various levels should be solicited to make an effective dent. Mr. Asthana has opined that the government has initiated policies conducive to develop & promote industrial self employment & he has referred to schemes like TRYSEM\$EEY, PMRY etc. He has commended the role of development oriented banks in sponsoring entrepreneurship development programmes. He has also referred to the role of Small Industries Development Organization in the Ministry of Industry, the DICs at state level, the national level institutions like NISIET & also NGOs to promote entrepreneurship in the SSI sector.

The author concludes in this paper that entrepreneurship training aims at effecting change in the individual in terms of knowledge, attitude & skills relevant to the entrepreneurship function.

Potentials of Small Scale Industries.

The discussion in this chapter centers round the basics of Small Scale Industries & the entrepreneurial implications of the SSI sector. Details of institutional facilities provided by the Government for the development of SSI sector in India have been discussed in this chapter. Incentives & other promotional programmes provided to the SSI sector during the last 50 years have been briefly summarized here. Entrepreneurial Development in Small Scale Industries. This chapter provides detailed analysis of the responses of the entrepreneurs in the SSI units covered by the study.

M Sugumar* - Entrepreneurial Competence Among Small Entrepreneurs

The author has made an empirical study on the entrepreneurial competence among small entrepreneurs in Tamil Nadu. Mr. Sugumar has conducted the study with a view to highlight whether the existing entrepreneurs who have not undergone any entrepreneurial development programme have chosen the activities because of economic & financial compulsion or because they possess entrepreneurial competences or both. The study is conducted with a sample of 50 small entrepreneurs. Based on the study the author has come to the following conclusion. The small entrepreneurs came to the existing business not only because of economic & financial compulsion but also due to family compulsion. They also require intrapunitive initiative & risk taking competences to become successful entrepreneurs. The study suggests that the entrepreneurship training should focus on developing the three behavioral competencies along with other business related inputs

Entrepreneurial Success: An Empirical study in Mehboobnagar District

The author has conducted an empirical study covering 124 small industrial units in Mehboobnagar District of Andra Pradesh. The objective of the study was to evaluate the performance of Small Scale entrepreneurs. Mr. Krishna Kumar has studied the important indicators of performance in terms of (1) Capacity Utilization (2) average annual sales turn over (3) Number of new units promoted (4) Personnel relation (5) Satisfaction of the entrepreneur and (6) His vision regarding the future of enterprise. The author's study has revealed that entrepreneurs who had migrated to Mehboobnagar district from other areas fared better than other categories. He has also found from his study that technical education alone does not help one to achieve success in ventures. His study has revealed that there is no conclusive proof that entrepreneurs having experience in business & industry will definitely fare better than others.

The Small Industries Development Organization

Small Industries Development Organization functions as a policy formulating coordinating and monitoring agency for the development of small scale industries. This organization maintains a close liaison with the relevant Central Ministries, the Planning Commission, State Governments, financial institutions and other organizations which are involved in promoting the development of the small scale sector. Its activities relate to all small scale industries excluding those which fall within the

purview of specialized Boards or agencies like the All India Handloom and Handicrafts Board, the Coir Board, the Central Silk Board etc.

Review of Literature:

The literature on entrepreneurial development in general & entrepreneurial development in small scale industrial sector in particular is extensive & vast. A good number of research papers based on case studies & others focussing on the conceptual dimensions have been published. In addition to these, a few good reference books have also been published on the subject in India. The present review has been confined only to some of the relevant & useful studies on the subject taking into account their direct bearing on the present study in providing a good conceptual dimension to the research work.

CONCLUSION:

In this comprehensive study on entrepreneurial development in relation to small scale industries Or. The author has covered such aspects as coverage of small scale sector, cluster approach, policies of protection to be replaced by promotional strategies, partnership between large & small enterprises, export promotion, entrepreneurship development technological advancement & quality consciousness, information technology, role of industry associations & steps towards liberalization implemented by state institutions. He has also referred to the role of Small Industries Development Organization in the Ministry of Industry, the DICs at state level, the national level institutions like NISIET & also NGOs to promote entrepreneurship in the SSI sector. Small Industries Development Organization functions as a policy formulating coordinating and monitoring agency for the development of small scale industries. The literature on entrepreneurial development in general & entrepreneurial development in small scale industrial sector in particular is extensive & vast. A good number of research papers based on case studies & others focussing on the conceptual dimensions have been published.

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