CHAPTER I

INTRODUCTION

1.1 The Background

Twenty first century is acknowledged as the new entrepreneurial era and entrepreneurship has become a celebrated word today due to some big companies like Microsoft, Oracle, Apple and many others emerged out of Silicon Valley in California. The founders of these companies took the risk and made their companies internationally renowned. The success stories of these businessmen are inspiring the younger generation, so they are also showing greater inclination towards business rater than service.

Even today it is believed that entrepreneurs are born and not made. But there are evidences to show that it is not true. Entrepreneurial skills can be generated through the active role of support system. But we cannot deny the fact that some communities are more entrepreneurial than others. The reason behind this may be the difference between social and cultural environment and not the heredity. In such communities there is no social stigma attached to business failures. For many others entrepreneurship is not a respectable option. In India entrepreneurship is need based rather than opportunity based. People who have no other means of livelihood go in for self-employment, and some of them acquire entrepreneurial skills over a period of time.

Throughout the history of entrepreneurship different scholars of different disciplines of social sciences tried to define and conceptualise the abstract idea of entrepreneurship.
1.2 Entrepreneur and Entrepreneurship

In early sixteenth century France, the term entrepreneur was used for an army leader. It was applied to business for the first time in eighteenth century to designate a dealer who buys and sales goods at certain prices. The word entrepreneur is derived from the French verb “Entreprendre” means to undertake. One who bears risk and uncertainty faces competition and challenges, and attempts with determination and persistence to come out of web of secured and established life can become entrepreneur. The term ‘entrepreneur’ seems to have been first introduced into Economics by Cantillon, but the term entrepreneur was first accorded prominence by Say (Khanka, 1999, p1). According to J.B. Say “An entrepreneur is an organizer and speculator of business enterprise.”

As per Adam Smith’s view, an entrepreneur is one who has unusual foresight to recognize the potential demand for goods and services. Joseph Schumpeter described entrepreneur as “One who seeks to reform or revolutionise the pattern of production by exploiting an innovation or an untried technological possibility for producing a new commodity or producing an old one in a new way by opening up a new source of supply of material or a new outlet of products.

Two main approaches had been developed to define an entrepreneur: Functional and Indicative. According to functional approach ‘An entrepreneur is what an entrepreneur does.’(Casson; 2003). It specifies certain functions and deems anyone who performs this function to be an entrepreneur. The indicative approach provides a description of the entrepreneur by which he may be recognized. This definition describes entrepreneur in terms of his legal status, his contractual relations with other parties, and his position in society and so on.

Alfred Marshall gave more stress on the routine activities of management and superintendence rather than on the innovative activities of entrepreneur.
Alfred Marshall recognized the necessity of entrepreneurship for production. He stated four factors of production: land, labour, capital and organization. Organisation is the co-coordinating factor which brings the other factors together.

1.3 Entrepreneurship—Concept

Entrepreneurship in a broader sense can be described as a creative and innovative response to the environment. It is the propensity of mind to take calculated risks with confidence to achieve predetermined business targets. Entrepreneurship is a continuing function rather than a once for all, or possibly intermittent activity. The term ‘Entrepreneurship’ is often used synonymously with the entrepreneur. The entrepreneur is essentially a business leader and the functions performed by him show the process of entrepreneurship. Entrepreneurship is a mission whereas the entrepreneur is a missionary.

Entrepreneurship is a multidimensional task defined differently by different authorities.

According to Marshall “Entrepreneurship is a driving force behind the organization.”

A.H. Cole defined entrepreneurship as “The purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or organize a profit-oriented business unit for the production or distribution of economic goods or services.”

Thus entrepreneurship can be defined as the process of doing the innovations, taking the decisions, assuming the risks, bearing the uncertainty, making the
organization, skillfully managing the enterprise and making the enterprise a success.

1.4 Entrepreneurship Development

Development of entrepreneurship has become a movement in India. It gained lot of importance due to widespread unemployment of both educated and uneducated.

‘Development of entrepreneurship refers to all those activities undertaken to encourage a prospective entrepreneur to set up an industrial unit’ (Laxmisha, 2004, p42). It is the process of bringing out the ‘entrepreneur’ in an individual. Entrepreneurship development concept is based on the fact that individuals can be developed and their ideas can be converted into action through an organized and systematic programme for the entrepreneur. Entrepreneurship development can be studied by using two approaches, indirect approach and direct approach.

1.5 Indirect Approach to Entrepreneurship Development

This approach includes all those measures required to create a suitable environment for the entrepreneur to operate in. These measures include provision of financial assistance, financial incentives like tax concessions, subsidies, concessional finance, preference in government purchase, creation of infrastructural facilities and encouraging capital formation. The availability of various infrastructural facilities is an essential component of entrepreneurship development. In India lack of sufficient finance caused a major hindrance in the process of entrepreneurship development. To solve this problem financial institutions like Industrial development bank of India, the industrial finance
the corporation of India, the industrial credit and investment corporation of India, and the state finance corporations were established to provide long term loan as well as loans to meet seed capital requirements. In recent years government and financial institutions have formulated the schemes like hire purchase assistance, factoring services and leasing finance to meet the requirements of the entrepreneurs. The government has established industrial estates throughout the country to encourage new entrepreneurs. An industrial estate is a group of factories constructed on economic scale in suitable sites with facilities of water, transport, electricity, banks, post offices, canteen, watch and ward and first-aid provided with special arrangements for technical guidance and common service facilities.

The other facilities provided to entrepreneurs include marketing assistance, equipment leasing, sale of machinery on hire purchase basis and R&D facilities through various government sponsored institutions.

1.6 Direct Approach to Entrepreneurship Development

The direct approach focuses on the development of the man rather than the environment. The main aim is to train people to perform the role of the entrepreneur. It consists of developing entrepreneurial aptitude among those people with identifiable entrepreneurial traits. These potential entrepreneurs can be trained in all aspects of establishing and managing an industrial enterprise.

The training agency assists them in selecting a project and setting up the unit. In the early seventies the government realized that benefits of development reached to only few areas and few classes which increased income and regional disparities. Therefore there was an urgent need to undertake a systematic programme for entrepreneurship development. These efforts were reflected in the Fifth Five Year Plan in which government made the provision to provide a
package of consultancy services through a network of technical consultancy organizations. In addition to this government adopted the entrepreneurship development programme as an important instrument to develop small entrepreneurs in the country.

1.7 Entrepreneurship Development Programme

An Entrepreneurship Development Programme (EDP) has been defined as “a programme designed to help a person in strengthening his entrepreneurial motive and in acquiring skills and capabilities necessary for playing his entrepreneurial role effectively.” An EDP identifies entrepreneurial potential among the people and trains them in all aspects of the business.

EDP was first introduced in Gujarat and was sponsored by the Gujarat Industrial Corporation (GIC) Later on many organizations and government departments started such programmes.

Objectives of EDP

1) To foster entrepreneurial growth in the country, particularly in the small sector.
2) Optimum use of available resources
3) To let the trainee set or reset the objectives of his business
4) To develop a broad vision to see the business as a whole and to integrate his function with it.
5) To enable the trainee to cope with and coordinate different types of paper work.
6) To strengthen the trainee’s passion for integrity, honesty and compliance with law.
7) Generation of employment opportunities.
8) Development of backward regions and expansion of non-training activities in rural areas.
9) Widening the industrial base through setting up of small and medium scale industries.

**Structure of a Typical EDP**

A typical EDP consists of three distinct phases, viz., pre-training phase, training phase and post-training phase or follow-up phase. The duration of an EDP may vary from one day to several weeks. It is characterized by an emphasis on operational rather than academic training and flexible design of training programmes.

1) **Pre-training Phase of an EDP**

The initial stage of an EDP includes the selection of candidates for the programmes on the basis of the criteria like the need for achievement motivation, ability to take risk, information seeking attitude, problem solving capacity, clarity about goals and priorities and planning a time bound programme for attaining a chosen goal.
2) **Training Phase of the Programme**

Training programme includes three components, viz., achievement motivation training, business opportunity guidance and management education component. The objective of the achievement motivation training is to develop the hidden motivation of the trainees. This training helps to develop entrepreneurial competencies like initiative, information seeking, orientation towards systematic planning, persistence, commitment etc.

The business opportunity guidance provides the information to the trainees about various opportunities available and also guides the trainees in selecting a suitable project.

The management education component plays an important role in EDP due to the fact that a small entrepreneur has to manage the unit himself. This component helps the entrepreneur to understand concepts and principles of management and apply them in the day-to-day management of the unit.

3) **Post-training Phase**

This phase includes follow-up support, guidance and counseling provided for preparing applications for financial assistance, getting sanction of loans, selecting and securing suitable locations, getting government approvals and registration under different statutes.

Entrepreneurship started catching up in 1980’s just as professionalism in management caught up during 1970’s. Entrepreneurship depends on closely interlinked social, religious, cultural, psychological, political and economic
Entrepreneurs grow in the tradition of their families and society and develop certain values and norms from these sources. In some countries there is religious and cultural belief that high profit is unethical. Such belief inhibits the growth of entrepreneurship.

1.8 Emergence of Entrepreneurship in India

Roots of modern enterprises are found in British period. During this period handicrafts business in India decayed. But around 1850 new type of business started in India that was capitalist business enterprise in the form of modern industries. ‘It laid the foundation for capitalist business enterprise’ (Basotia, 2007, p7).

The factors responsible for this development are as follows:

1) **Political Stability:** India experienced political stability during British period. This stability created the atmosphere conducive for the growth of business enterprises. This was a period of emergence of entrepreneurship resulting in the growth of new industries.

2) **Market Economy:** During British period there was improvement in agriculture in respect of quantity and quality along with the industries. The farmers took their goods to markets for sale which they exchanged with money. This money was utilized for the payment of land revenue and interest. Boost in agricultural exports increased the incomes of the farmers which they invested later in business activities.

3) **International Causes:** With the break of civil war in America during 1861-65 and the invasion of Abyssinia by British in 1868, the demand for
Indian cotton textile increased which gave encouragement to cotton textile industry in India. The Indian traders gained much from this trade. The money so collected was invested by these traders in large scale industries in India. World wars were also responsible for increase in demand for Indian goods. During this period insurance companies made huge profits and at the same time deposits and assets of commercial banks in India increased providing strong incentives to Indian industries to develop.

4) **Swadeshi Movement:** Through this movement an appeal was made to Indians to boycott foreign goods and use Indian goods. This movement encouraged the growth of indigenous industries.

5) **Development of Transport Facilities:** The British developed railways and other means of transportation in the country which could facilitate the expansion of trade in India.

These factors encouraged the emergence and the growth of Indian industries through the creation of favorable environment.

**Emergence of Indian Capitalist Enterprises:**

The history of growth of Indian industries can be divided into two broad time periods.

1) The period up to 1914 and;

2) The period between 1927 and 1947

1) **The Period up to 1914**

This period was marked by the free trade policy of the government. The industries which flourished in this period were cotton textiles, Jute and mining. The cotton textile industry was controlled mainly by Indian entrepreneurs but jute plantation
and mining were under the control of British. The cotton textile industry developed rapidly in spite of temporary setbacks like plague during 1884-92 and removal of import duties on British imports.

During 1890-1905 the loss of Chinese market and the competition from Japan adversely affected cotton textile industries. But in 1905 Swadeshi movement gave impetus to these industries. During 1900-1915 there was remarkable growth of production by Indian mills.

The period between 1927 and 1947 was of protection which resulted in the development of cotton textile industries.

In the year 1934-35 Indian mills supplied 78% of the home demand of cotton textile goods. But the cotton textile industry experienced set back as a result of world wide depression. However Second World War gave boost to this industry.

**Iron and Steel Industry**

This basic and key industry was highly developed in India during British period. Tata iron and steel company started in 1907 in Bihar as a major industry in this field. In 1923 Mysore iron and steel company (MISCO) was started at Bhadravati in Karnataka. Steel Corporation of Bengal came into existence in 1937 and Indian iron and steel company in 1939.

The First World War created huge demand for steel as a result of which Tata Company expanded its production and met the growing demand for war materials from the government. It also met the increasing demand from railways. After independence many new iron and steel plants came up with foreign collaborations.
Jute Industry in India

Jute fiber was exported by East India company, at the end of 18th century from India. In 1796-97, 65 tons of raw jute was exported. Jute was mainly used by handloom weavers for manufacture gunny bags.

The first jute spinning mill was established at Rishra in Bengal in 1855. The second jute mill for spinning and power weaving started in 1859 at Barnagore. The outbreak of Second World War brought an overseas demand for jute products. The monthly production increased sharply from 1,07,000 tons in September 1939 to 1,25,700 tons in March 1940.

The partition of the country in August 1947 hit the jute industry severely because jute growing area went to Pakistan and mills remained in India.

The process of industrialization during pre-independence period was rather slow and less impressive due to the following reasons.

1) Shortage of capital
2) Defective trade policy
3) Lack of infrastructure
4) Shortage of skilled labour
5) Defective policy of the government.

Impact of castes and religions on the emergence of entrepreneurship in preand post-independence period.

Pre-independence Scenario

The Indian entrepreneurial history has been characterized by a kind of stratification on religious and regional basis. In pre-independence period the occupational structure was based on the caste system (Laxmisha, 2004). The
growth of entrepreneurship in those days was very much under the influence of castes and religions. Among the Hindus, the Banias, coming third in the caste hierarchy were engaged in trading and money lending business.

By the middle of the 19th century, the Parsis and Gujaratis trading castes became the richest Indian communities. In South India trade and industrial activities were controlled by Chettis, Chettiaris, Nargani, Mappilas, Moplahs and Konkanis. In the Eastern part, the SubarnaBanikas in Bengal participated in trade, industry and banking along with their British principals. But with the consolidation of British political power SubarnaBanikas gradually disappeared from the industrial scene. There was another important and fairly developed business community called ‘Marwaris’ hailing from Marwar in Rajasthan. They attained the greatest development in Gujarat and Rajasthan. Yajurvedi Brahmins and Chitpavan Brahmins took considerable part in trading, banking and money lending. The beginning of 20th century witnessed the emergence of Marwaris and Chettiaris of Tamil Nadu on the industrial scene. The Marwari entrepreneurs came to industry in large numbers as a result of flush of post-war prosperity, whereas Chettiaris came to industry as a result of being un-welcome elsewhere and wanted to find use for their accumulated resources in their own country. As a result of industrial revolution in England British were interested in getting wider markets for their mass factory production. The large influx of manufactured goods from Britain was responsible for the decay of urban handicrafts in India.

Post-independence Scenario

In the post-independence period, the emergence of state as an entrepreneur through the creation of public sector is an important feature of the entrepreneurial growth in India. This sector gets the credit of establishing all those industries which were not present in the country before independence. The state has offered
various incentives to small scale industries for starting their units in backward areas with the twin objectives of industrial dispersal and generation of employment. The government framed new industrial policy resolutions and accepted the expanding role for encouraging the growth of private sector. The family based entrepreneurs like Tata, Birla, Goenka, Mafatlal, Kirloskar, Dalmia and others established new frontiers and abnormally expanded the existing units. In post-independence period entrepreneurship mainly emerged from trading castes and families with business or industrial background. It was found that castes, religion, parental occupation, education had greater influence on attaining higher degree of entrepreneurial success. All sections of the society and all regions of the country did not receive the benefits of the industrialization in post-independence period so the development of broad –based entrepreneurship was not possible in the country. This particularly affected the development of modern small scale industries.

1.9 Entrepreneurship Development: Global Scenario

The wave of interest in entrepreneurship has made its way around the world. But United States has the most vibrant entrepreneurship of any of the world’s economies. (Lambing, Kuehl, 2000).

Entrepreneurship in the United States

Entrepreneurship is flourishing in United States just like many other places around the world. In United States new venture creation has been the chief source of economic strength for the last several years. American economy witnessed several changes in last 50 to 60 years. The major change is corporate restructuring.
**Corporate Restructuring:**

After World War II U.S. experienced rapid economic growth. But for many years attitude towards entrepreneurship in U.S. was quite indifferent. Very few universities offered courses in entrepreneurship and very few books were written on entrepreneurship. In 1955 there were nearly 4.5 million small businesses in the United States. The country’s population was 165 million so that meant that there was one small business for every 38 persons. Since then small business started gaining importance in U.S. By 1965 population had increased to 194 million but the number of small businesses had increased at an even faster rate. There was one small business for every 29 persons in 1965. By 1975 it was one for every 26, by 1985 it was one for every 20 and by 1994 it was one for every 16.

The persistent decline in the number of persons per small business is due to rapid increase in the number of small businesses serving the population.

Two factors are worth mentioning as far as impact on American economy is concerned.

First, competition from foreign companies became significant during the 1960s and by the end of that decade the U.S. was importing as much as it was exporting. By the end of 1970 domestic producers were losing market share to competitors.

Second, the late 1970s marked another change in the country’s economic history due to deregulation. The major change was reflected in the entry of many small firms into industries that had been dominated by giant companies. Both the factors, foreign competition and deregulation changed the structure of American industry and provided opportunities to many entrepreneurs. In 1997 884,000 new business corporations were set up in U.S. and by that time entrepreneurship gained lot of popularity.

Development of entrepreneurship in U.S. can also be explained by two more changes, one economic, the other societal or cultural.
Economic Change:

Since the beginning of industrial revolution U.S. was depending on large organizations for economic stability and creation of employment. These organizations linked employee’s rewards with their performance. Loyal and hard working employees enjoyed better prospects and secured retirement in their career. Those who thought that their ability and dedication towards their employer protected them against job loss soon realized that their belief was wrong. Massive lay offs and downsizing programmes were announced by even very prominent firms.

Two explanations can be given for staff reduction.
One explanation is that the cost cut policy becomes inevitable to survive in the competitive world which is practiced by keeping the staff at an absolute minimum level.

The second explanation is that the bonus plans of many executives are based on cost improvements through huge reduction in payroll expenditures.

Societal Change:

In the post industrial revolution period sophisticated technology is available to run large plants. These large organizations can easily curtail employment and are somewhat reluctant to create new job opportunities.
Tomorrow’s Entrepreneurs

Even though entrepreneurship in U. S. is concentrated around the Silicon Valley, Seattle, and Boston the potential entrepreneurship is hidden in university campuses throughout the country. Many young American students start their entrepreneurial careers even before their graduation. It is evident from the following examples.

University of Texas at Austin

Students participate in the International Moot Corp. Competition, a business plan tournament held every May at the university, in which the team with the winning plan is awarded $15,000. Nearly 35 schools hold the similar event.

University of Iowa

This university gives option to engineering students to supplement their degree programmes with courses in marketing, consulting and small business management. ‘In another programme the university offers high school juniors a free summer camp, “EntrePrep” It’s a month-long introduction to entrepreneurship after which the students’ spend a year in a small-business internship and earn $ 1000 college scholarship’ (Ibid, p6)

Cornell University

University’s Johnson Graduate School of Management repays the loans for graduates who start their own business with a view that lack of finance should not hinder their entrepreneurial activity.
Entrepreneurship in China and Russia

- In China after World War II the communist government banned private commerce, so the move towards establishing free markets required considerable political courage. The first Xiangyang businesses to be involved in the transformation were in agriculture; the success there led to changes in other industries, particularly in the emergence of individual private enterprise. By 1980s entrepreneurship started changing the country.

- In Russia the end of planned economy in the early 1990s brought with it chaos and uncertainty far beyond that typically faced by most entrepreneurs. The current situation seems to be one of survival of the fittest. In a comparative study of Russian and Western entrepreneurs, the main difference found was that Russian entrepreneurs were operating in an environment in which organized crime was a key player. This has given rise to a new kind of businessman; one who understands and can operate in a business/criminal environment. This entrepreneur is called as “New Russian.”

- The European Union (E.U.) has recognized the importance of small and medium-sized enterprises (SMEs) to its member economies. In order to improve business environment of Europe, the E.U. plans to remove many legal and administrative constraints on SMEs.

- The change to a market economy taking place in Eastern Europe has unleashed some powerful forces. For example, Hungary saw the number of private ventures increase dramatically during 1980s and 1990s. In a culture in which the state owned everything and entrepreneurship was seen as unethical, small business now accounts for 25 percent of the economy.
• Poland is regarded by many as having made the fastest and most radical departure from state control. The critical component in the change has been the explosion of small business activity. The number of private companies grew from 350,000 in 1980 to 1.5 million in 1992, by that time employing 58 percent of the country’s nonagricultural work force.

• The Irish government has analysed the importance to the economy of a strong small business sector and now provides assistance of various forms to entrepreneurs. One of the most aggressive of these programmes is one in which selected individuals are paid to take a 12 week course in how to start a business.

• The Central bank of Malaysia requires the country’s commercial banks to make available funds for small business loans.

1.10 Entrepreneurial Characteristics

An entrepreneur possesses a complex personality. There are some characteristics which make him quite different from an ordinary human being. Some of the characteristics are inborn and some are acquired later. These characteristics are:

(a) Risk taking

Entrepreneurs are moderate risk takers. They avoid low risk situations because there is a lack of challenge. They avoid high risk situations due to uncertainty
about success. They like to accept achievable challenges. A risk situation involves hidden gain and hidden loss. An entrepreneur always takes calculated risks and is not afraid of failure.

(b) Self confidence

A man with self confidence has clear thoughts and well defined goals to achieve in life. An entrepreneur enters the business with high level of self confidence. He sets realistic and achievable goals and he is confident about achieving them.

(c) Optimism

An entrepreneur shows a positive and optimistic attitude towards untapped and uncertain business opportunities. He undertakes the task with expectation to succeed. But if he fails, he works with more vigour. He can visualize the hidden opportunities in the environment and convert them into reality.

(d) High need for achievement

The need for achievement is an important factor in the personality of an entrepreneur. People with high need for achievement always desire to succeed. Entrepreneurs are the people with a high drive and goal orientation.
(e) Need for independence

Need for independence is the main feature of the entrepreneurs. They do not like to be controlled by others. They set their own challenging goals and try to achieve them.

(f) Need for power

Once an entrepreneur starts his enterprise and tries to manage it successfully, he also needs to influence and lead others. The entrepreneurs in the initial stages reflect moderate need for power. This helps them become successful enterprise builders.

(g) Creativity

Entrepreneurs are highly creative people. They always try to develop new products, processes or markets. They are innovative, flexible and are willing to adopt a change. They are not satisfied with conventional way of doing things. They try to find out new ways of doing the things in a better way.

(h) Foresight

Entrepreneur has a great vision. He/she is future oriented. He/she predicts the future events more accurately on the basis of past experience. The capacity to
anticipate future problems enables them to keep themselves prepared to face these problems.

(i) **Effectiveness**

Successful entrepreneurs are found to possess a high sense of effectiveness. They are problem solvers and not problem avoiders. Their personalities reflect confidence and a capacity for action orientation.

(j) **Imaginativeness**

Successful entrepreneurs possess a high degree of imagination and foresightedness. They always try out new ideas even if they are not sure about the outcome.

(k) **Respect for feedback and desire to learn from experiences**

Usually entrepreneurs continuously modify their goals on the basis of feedback they receive from the environment. Entrepreneurs make mistakes but they do not repeat the mistakes.
(I) Future oriented

Though an entrepreneur looks into the future and uses his past experience he prefers to live in present by setting clear goals. Whether entrepreneurial tendencies exist at birth or are developed as the person matures, certain qualities are evident in those who enjoy success.

1.1 Qualities of Entrepreneurs

Entrepreneurs exhibit various qualities which suggest that the entrepreneur needs to be a generalist rather than a specialist. It is important for the entrepreneur to be reasonably proficient in all aspects of decision making rather than very proficient in some aspects but inadequate in others. All the qualities which are necessary are not of equal economic significance. Some qualities are possessed by practically everyone so they are not necessarily peculiar to entrepreneur. It is those qualities which are most scarce which are of the most economic significance.

- A passion for the business

The entrepreneur must have genuine interest in the business so that he will be ready to face various obstacles arising in his business. The emotional commitment towards the business is very essential to succeed in the business.

- Perseverance

Many successful entrepreneurs succeed after failing several times. But they look at failures as learning experiences.
• **Confidence**

Entrepreneurs are confident in their abilities and the business concept. It is in-depth knowledge of the market and industry which give them confidence.

• **Self-determination**

Self motivation and self determination are very essential for entrepreneurial success. Entrepreneur believes that his success or failure is the outcome of his own actions. This quality is known as internal locus of control.

• **Management of risk**

Many entrepreneurs who try to get their business started have a full or part-time job or they are running another business. They do not put all of their resources and time into the venture until it appears to be viable. Entrepreneurs define the risk early and try to minimize it.

• **Attitude towards changes**

The general public do not like change, so they try to avoid it. Entrepreneurs, however, see changes as normal and necessary. They search for change, respond to it, and exploit it as an opportunity.

• **Initiative and need for achievement**

The successful entrepreneurs take the initiative in situation where others may not. Entrepreneurs are always interested in converting their ideas into reality. They do so because they have a high need for achievement.
• **Detail-orientation and perfectionism**

Entrepreneurs are often perfectionist so they try to excel. The attention to detail and perfectionist approach enables them to produce quality products.

• **Perception of passing time**

Entrepreneurs are time oriented so they often appear to be impatient. This hurry-up attitude arising out of perfectionist tendency may irritate employees.

• **Creativity**

One of the reasons for the success of entrepreneurs is their ability to recognize opportunities that other people cannot see. It is their imaginative power and creativity which make them successful.

• **The big picture**

Entrepreneurs have the ability to see the “big picture” when others only the parts. They often conduct the process of scanning the environment which enables them to see the entire business environment.

• **Motivating factors**

It is often believed that entrepreneurs are guided by profit motive, but other factors are more important than money or profit. They are, need for achievement and a desire for independence. Many get less pay than they would receive if they worked for someone else.
Types of entrepreneurs

Clarence Danhof classified entrepreneurs in the following categories. (Gupta, Srinivasan, 1999).

1) Innovating entrepreneurs

Persons of this category are aggressive in experimentation and wisely put attractive possibilities into practice. They always seek the opportunity to introduce a new product, a new technique or a new market. Schumpeter’s entrepreneur was of this type. Such entrepreneurs can emerge when certain level of development has already achieved by the country and people look forward to change and progress.

2) Adoptive or imitative entrepreneurs

This type of entrepreneur is always ready to imitate successful innovations carried out by innovative entrepreneurs. Such entrepreneurs play important role in developing countries by contributing significantly to the development of such economies.

3) Fabian entrepreneurs

Such entrepreneurs are cautious and skeptical while practicing any change. They are shy and lazy. They are not much interested in taking risks and are more often guided by religion and customs.
4) Drone entrepreneurs

Drone entrepreneurship is characterized by a refusal to adopt and use opportunities to make changes in production methods. When their product loses marketability and their operations become uneconomical they are thrown out of market. They stick to conventional products and ideas.

5) Entrepreneurs by inheritance

Some people become entrepreneurs when they inherit family business. In India there are large numbers of business houses controlled by families.

6) Technologist entrepreneurs

With the growth of scientific and technical institutions, the technically qualified persons started entering the field of business. They may try to convert their inventions into innovations.

7) Forced entrepreneurs

Many persons are thrown into business due to circumstances. Educated unemployed and the widows of self-employed persons may become forced entrepreneurs. This class of entrepreneurs experience maximum number of failures due to lack of proper training.
Entrepreneurs can be classified into first generation and established entrepreneurs, rural and urban entrepreneurs, small scale and large scale entrepreneurs, men and women entrepreneurs.

1.12 Factors influencing the development of entrepreneurship

The emergence and development of entrepreneurship is not a spontaneous one but a slow process in which economic, social, political, psychological factors play a very crucial role (Khanka, 1999). These factors either facilitate or inhibit the growth of entrepreneurship.

Economic Factors

The factors which promote economic development also promote the development of entrepreneurship.

The factors which are economic in nature are as follows:

Capital: Capital is one of the most important factors required for establishing an enterprise. Availability of capital enables entrepreneur to bring together land, machines, raw material to produce goods. Increased capital investment results in increased capital output ratio thereby increasing the profit of an entrepreneur. Adequate supply of capital promotes entrepreneurship and its scarcity adversely affects entrepreneurship.

Labour: Quality rather than quantity of labour determines the success of entrepreneurship. Division of labour determined by size of market leads to
specialization which in turn improves productive capacity of labour. Labour abundant countries having cheap supply of labour use labour intensive technique while labour deficient countries use capital intensive technique.

**Raw Materials:** Raw material is the most important factor in the production process. In the absence of raw materials neither any enterprise can be established nor can an entrepreneur be emerged. Sometimes the problem of scarcity of raw materials can be solved by introducing technological innovations.

**Market:** Size and composition of market both influence entrepreneurship in their own ways. Monopoly in a particular product in a market becomes more influential for entrepreneurship than a competitive market. Improvement in the market is conducive for the growth of entrepreneurship. The expansion in the market and the rate at which it is expanding are the important factors influencing development of entrepreneurship.

**Non-Economic factors**

Though economic factors are necessary for the development of entrepreneurship they are not sufficient for the same. Economic factors can positively influence development of entrepreneurship only in the presence of favorable social, environmental and psychological factors.
Social Factors:

Legitimacy of Entrepreneurship

The legitimacy of entrepreneurship can be increased only through change in the traditional values of the society which are really conducive to the development of entrepreneurship. According to McClelland the synthesis of traditional values with the modern values can facilitate the emergence of entrepreneurship.

Social Mobility:

Social mobility involves the degree of mobility, both social and geographical, and the nature of mobility channels within a system. Two views regarding social mobility are expressed by two groups of scholars. One group believes that a high degree of social mobility is necessary for entrepreneurial emergence and another group expresses the view that lack of mobility promotes entrepreneurship. The third view is a combination of first two. According to this view flexibility and denial of social mobility both are needed for the emergence of entrepreneurship. The movement of young and educated males encourages entrepreneurship.

Marginality:

The individuals or group of individuals on the perimeter of a given social system or between two social systems provide the personnel to assume the entrepreneurial roles. They may be drawn from religious, cultural, or migrant minority groups, and their marginal, social position is generally believed to have psychological effects which make entrepreneurship attractive for them. The legitimacy of entrepreneurship and social mobility determine the influence of marginality on entrepreneurship. In the situation of low legitimacy mainstream individuals will be diverted to non-entrepreneurial roles and marginals to entrepreneurial roles.
Security

Several scholars considered entrepreneurial security as an important facilitator of entrepreneurial behaviour. But according to Peterson and Berger entrepreneurship is more likely to emerge under disturbances and disequilibria. Insecurity may also result in some kind of entrepreneurship. Under unsecured conditions people are worried about losing their economic assets by undertaking some type of entrepreneurship. Even though entrepreneurs have to take risks in uncertain and unsecured conditions, they are ready to take only moderate risks and not high risks so they may prefer security while undertaking any business activity.

Caste Origins

Some social groups produce a larger and more capable body of entrepreneurs than other groups. Certain religions and castes reveal particular culture which fosters entrepreneurship but certain castes hinder entrepreneurship. (Gupta, Srinivasan, 1999)

Entry in the Business:

The time and age at which the entry is made in the business play a crucial role in the development of entrepreneurship.
Family Background:

The family background includes the size of family, type of family and economic status of the family. To some extent joint family system is conducive to the development of entrepreneurship since family property can be used for investment and expansion of the business. Entrepreneurial background of the family encourages entrepreneurship in the next generation. Urban background of the family is an added advantage in this context.

Religious Background:

Religion exercises a strong influence on attitudes towards material gains relatively to efforts. According to Max Weber the ‘protestant ethic’ among Christians fosters the attitudes favorable for entrepreneurship. On the other hand Islam and Hindu religions do not foster such an attitude.

Educational and Technical Background:

Education, entrepreneurship, and development are interrelated. Education is the best means of developing man’s resourcefulness needed for entrepreneurship. Education helps entrepreneurs to utilize their capacity and talents in the best possible manner.
Occupational Background:

Usually employed or unemployed people show greater inclination for entrepreneurship compared to those engaged in agriculture. But the entrepreneurial spirit present in the person is more important in determining his preference for entrepreneurship rather than the occupation in which he is engaged.

Migratory Character:

Intra state and inter state migration also determine emergence of entrepreneurship.

Environmental Factors Affecting Entrepreneurship:

The nature and degree of entrepreneurial activity is determined by personal factors along with other socio-economic factors. The personal background of the entrepreneur is determined by the environment in which they are born and brought up. At the same time entrepreneurs create an impact on the environment. Environment keeps on changing and affects the organizations. Some environmental factors adversely affect the growth of entrepreneurship. These factors are as follows:

1) Sudden changes in government policy.
2) Sudden political upsurge
3) Outbreak of war on regional conflicts
4) Political instability or hostile governmental attitude towards industry.
5) Excessive red-tapism and corruption among government agencies.
6) Ideological and social conflicts
7) Unreliable supply of power, materials, finance, labour and other inputs.
8) Rise in the costs of inputs.
9) Unfavorable market fluctuations.
10) Non-cooperative attitude of banks and financial institutions.

The presence of healthy and favorable environment is essential for the growth of entrepreneurship. Such environment depends on active social and cultural behaviour of the people, efficient economic conditions, and helpful and motivating government policies.

**Psychological Factors:**

Emergence of entrepreneurship depends on the possession of some psychological characteristics among individuals.

According to Schumpeter entrepreneurs are motivated by the desire to acquire power, to found a private kingdom and to conquer.

McClelland’s theory suggests that high need for achievement is the motivating force behind entrepreneurial activities. Individuals with high achievement motive are usually interested in the situations of high risks. They like to take responsibility.

Some psychologists argue that our personal traits are determined by environmental, cultural and social factors. It is the environment that we are living in that decides the way we are thinking and behaving under certain situations. According to Kreuger and Brazeal entrepreneurial intention is based on the interaction between personal characteristics, perceptions, values, beliefs and environment. Through these interacting factors individuals make several
comparisons between their perception of a probable outcome, their intended goals, intended behaviour and actual outcomes.

### 1.13 Role of Entrepreneurship in the Development of the Country

The entrepreneurship is used in every sphere of life whether it is family, business, government, social group or enterprise. It plays a significant role in multi-dimensional development of the nation. The government is creating incentives to foster entrepreneurship which can contribute in social, economic, psychological, political and environmental development of the nation. Major contributions of entrepreneurship in the development of the country can be explained in the following ways (Gupta, Kumar, 2009).

#### Helps in Solving Unemployment Problem

Entrepreneurs create self employment and provide jobs to others. They also help their employees in developing skills which is necessary to add value in products and services. Entrepreneurship creates opportunities for growth, development and promotion of the employees. They directly contribute in reducing unemployment and problems related to unemployment like social unrest, crimes, frustration, starvation and poor quality of life.

#### Increase in National Production

National production caters to the local and external needs. Today’s globalization process needs not just more production of goods and services at competitive costs but the expansion of export sector as well. Entrepreneurs have to play dual role in
this matter. On one hand they should try to increase exports and on the other hand they should reduce imports by starting import substitution industries. They can also help nation in conserving scarce foreign exchange. The development of entrepreneurship thus increases the production and productivity.

**Increase in Income**

Entrepreneurs use limited resources with their full capacity and thus reduce the waste of material, time and manpower. They use modern and innovative techniques to enhance production. The best utilisation of talents results in increasing the overall income of the entrepreneurs and employees.

**Appropriate Use of Money and Resources**

The entrepreneurs use the unused money of self, family and government for productive activities. When entrepreneurs produce costly products which are exclusively purchased by rich customers the money is extracted from this rich class and used for paying the salary of the employees. The reallocation of money is mostly in favour of middle and poor class.

**Balanced Regional Development**

Urban areas are usually endowed with all modern amenities so entrepreneurs are inclined to start their enterprises in and around big cities, causing migration of rural manpower. This creates an imbalance in the growth of urban and rural areas
besides causing heavy financial burden on the government for providing basic and essential amenities like housing, water supply, transport etc for the migrated population. In order to achieve a proper balance in the growth of rural and urban areas required for balanced regional development, government provides some special incentives to entrepreneurs starting ventures in backward areas. Agro-based industries can be set up in all parts of the country and they can achieve balanced regional development goal.

**Dispersal of Economic Power**

The policy of the government always aims at weakening the monopoly of few big business houses and more equitable distribution of property and income. When government promotes entrepreneurship the emerging entrepreneurs can facilitate the dispersal of economic power which is most desirable objective for any country.

**Bring Innovations**

The entrepreneurs always face the competition from new and established enterprises. In the era of globalization they face the competition from foreign companies as well. The competition, challenges of the business and ever-increasing needs of the customer force them to undertake innovative activities. Innovations in one enterprise create scope for innovations in other enterprises.
Reinvestment of Profits

When entrepreneurship is developed indigenously the men and women entrepreneurs regularly invest and reinvest capital and profits for improving productivity (Colombo Plan Staff College, 1998). This in turn helps to increase welfare of the community.

Increase Foreign Revenue

Entrepreneurs are always interested in grabbing international market for their products and services. In doing so they bring lot of foreign revenue in the country and at the same time create employment for local people.

Community Development

The entrepreneurs are usually aware about their social responsibility. They directly as well as indirectly contribute in social development. Some entrepreneurs adopt nearby villages and develop them. Some contribute in improving the level of education and others contribute in improving health facilities. They produce and supply products and services to the public which improve their quality of life.
Training

Enterprises are actually research laboratories for developing new products, services and entrepreneurs. They provide training opportunities for developing the hands on skills and competencies for newly graduated students.

1.14 Objectives

The present study is based on the following objectives.

1) To identify the characteristics and special qualities of entrepreneur. Some qualities of entrepreneurs are innate and some are created through some training programmes.

2) To identify the relationship between educational qualification of the entrepreneurs and their entry into a particular business. Since the educational level of the entrepreneur and the special training acquired by him/her determines the type of business suitable for the entry, it is pertinent to study this relationship.

3) To enquire into the motivational factors promoting the entry of a new entrepreneur in the business. Different economic and non-economic factors motivate the entrepreneurs to start their business. It seems that non-economic motives are also gaining importance along with economic motives.

4) To identify the sources of finance used by entrepreneurs and difficulties related to it. Finance is one of the important prerequisites for an enterprise. It is the availability of finance that facilitates an entrepreneur to bring together land, labour, machinery and raw material to combine them to produce goods. In a financial
plan entrepreneur has to decide the amount of finance, sources of finance and the
time when the finance will be needed.
5) To evaluate the performance of entrepreneurs through annual turnover,
percentage of profit, innovations, growth of investment and size of employment.
6) To identify various problems and prospects of entrepreneurs engaged in the
business of Ayurvedic medicines.
7) To take an account of the support system available for entrepreneurs.
   If entrepreneurs get support from family members, friends, relatives, financial
   institutions, training and consultancy services and government then they can
   overcome the problems they face in the business.
8) To study the globalization of Ayurveda and Ayurvedic medicines and the
   impact of this on the development of entrepreneurship in the field of Ayurvedic
   medicines.
   The period selected for this study is the post reform period with the objective to
   know the impact of expanding global market on the business of Ayurvedic
   medicines.

1.15 Scope of the Study

The sample for studying entrepreneurship in the field of Ayurvedic medicines is
selected from Thane district. This study is confined to only Thane district as the
researcher hails from the same district.
1.16 Research Questions

Today people all over the world have realized the side effects of allopathic medicines so they started showing great interest in the natural and plant based medicines like Ayurvedic medicines. The globalization has spread the knowledge of Ayurveda in different developed as well as developing nations of the world which resulted in growing demand for Ayurvedic medicines and Ayurvedic treatment for better health condition. This fact has created tremendous opportunities for developing business related to Ayurvedic medicines.

Entrepreneurship development in any field depends on the proportion of two factors, namely facilitating factors and the factors acting as impediments in the growth of entrepreneurship. The endogenous factors like basic characteristics and qualities of the entrepreneurs and the exogenous factors like policies of the government perform the duel role. These factors can foster the growth of entrepreneurship and at the same time they can obstruct the growth of entrepreneurship. The present study is an enquiry into the endogenous factors like socio-economic characteristics of the entrepreneurship engaged in the field of Ayurvedic medicines and the exogenous factors like the role of government promoting such entrepreneurship to reap the benefits of globalization. Evaluation of the role of these factors and the performance of the entrepreneurs engaged in the field of Ayurvedic medicines intend to provide some guidance to the young generation regarding the tremendous opportunities created in this field and the possible threats and challenges faced by this sector due to globalization. The present study aims at highlighting the prospects of this entrepreneurship in the light of these opportunities and threats.
1.17 Rationale behind this study

The present study is undertaken to evaluate the pattern and performance of entrepreneurship in the field of Ayurvedic medicines. This study is an analysis of the entrepreneurship in the post reform period. In the post reform period (1991 onwards) greater emphasis was placed on the development of the entrepreneurship. The spread of knowledge about Ayurveda all over the world and the tremendous opportunities available for exporting Ayurvedic products in the wake of globalization inspired the researcher to undertake the present study.

The researcher has presented some interdisciplinary papers based on the entrepreneurship development in the field of plant products and framed one section of TYBsc (Botany) syllabus based on this topic. The study of business related to medicinal plants and its products motivated the researcher to select the related area of Ayurvedic medicines and entrepreneurship in it.

The basic ingredient of Ayurvedic medicines is medicinal plants which are collected by tribals from nearby areas. Since Thane district is famous for different types of tribals who can supply these medicinal plants at a cheaper rate to the manufacturers of Ayurvedic medicines, many manufacturers of these medicines have preferred this location for their business. Since the researcher is hailing from Thane district, it was convenient to contact the entrepreneurs in the sample. Most of the industrial units in Thane district are small scale units and the sample selected for this study is a truly representative sample which includes 43 small scale units out of total 48 units selected for the present study.
1.18 Definitions of the concepts

Regional status: Regional status indicates the origin of the entrepreneurs. Maharashtrian entrepreneurs are originally from Maharashtra and Non-Maharashtrian entrepreneurs include entrepreneurs from Guajarat, and Rajasthan who are settled in Maharashtra, as well as entrepreneurs migrated from North India.

Younger and older entrepreneurs: Younger entrepreneurs in the sample are the entrepreneurs of the age around 40 years. Older entrepreneurs are the entrepreneurs of the age above 45 years.

Suitably qualified entrepreneurs: Suitably qualified entrepreneurs are those entrepreneurs who have acquired degree in Ayurveda or Ayurvedic Pharmacy or a diploma in Ayurveda or graduation in Pharmacy or Pharmaceutical Chemistry or Chemistry or Botany of a University recognized by the Central Government or a Vaid or Hakim registered in a State Register of Practitioners of Indigenous system or a pharmacist in Ayurvedic system of medicines having experience of at least eight years in the manufacture of Ayurvedic drugs.

Not suitably qualified entrepreneurs: Entrepreneurs possessing qualification other than the above qualification are considered as not suitably qualified for their business.

Family background: Family background of the entrepreneurs indicates whether father/grandfather of the entrepreneurs were in business or service.

Initial income or income at the time of establishment of the unit: Income of the entrepreneur in the sample is recorded as the income earned by him/her at the time of establishment of the unit.

Present income: Income earned currently by the entrepreneurs.

Motivating person: Motivating persons means by whom the entrepreneur is encouraged to start the business, by others or by self.
Cooperation from the spouse: Cooperation from the spouse means cooperation given by the spouse (husband/wife) in administrative, marketing or technical matters.

Type of unit: Type of unit means small scale, medium scale and large scale industrial unit.

Age of enterprise: Age of the enterprise is calculated by considering the number of years completed by an enterprise from the year of its establishment.

Commencement of entrepreneurial activity: Commencement of entrepreneurial activity indicates whether the unit is established by the entrepreneur himself/herself, inherited from father or taken over sick/working unit.

Location of the unit: Location of the unit of the entrepreneur shows whether the industrial unit is established in own premises or rented premises.

Forms of organization: Forms of organisation refer to three forms namely proprietorship form, partnership form and limited company.

Informal sources of finance: Informal sources include personal finance raised by the entrepreneurs, borrowings from family members and relatives.

Formal sources of finance: Formal sources include borrowings from banks and other financial institutions.

Entrepreneurial training: Entrepreneurial training means the formal or informal training acquired by the entrepreneurs which is related to their business.

Size of employment at the time of establishment of the unit and present size: Size of employment at the time of establishment of the unit and present size refer to the number of workers employed by the entrepreneurs initially and currently.

Good manufacturing practices (GMP): Good manufacturing practices are a series of general principles that must be observed during manufacturing.

Innovations: Innovations undertaken by the entrepreneurs are recorded as the efforts taken by the entrepreneurs in the form of addition of new products, improvement in existing products, expansion of the unit, installation of new/modern machinery or establishment of new unit.

Own Licence: Own licence is a permit from an authority to own or use something, do a particular thing, or carry on a trade.
**Loan licence:** Loan licence is a licence issued by a licensing authority to an applicant who does not have his own arrangements for manufacture but who intends to avail himself of the manufacturing facilities owned by another licence’’. Small Enterprises: Small scale industries are those industries who have investment in plant and machinery more than Rs.25 lacs but less than Rs.5 Crore. Medium scale industries: Medium Scale Industries are those industries who have investment in Plant and machinery more than Rs. 5 Crore and less than 10 Crore after the MSME Act 2006. Large scale industries: Large scale industries are those industries who have investment in plant and machinery more than Rs.10 Crore and more.

**Year of Reference**

The study is confined to Post-Reform period i. e. 1991 onwards.

**1.19 Relevance of the Study**

Development in any walk of life has always depended to some degree or the other on the individual qualities of entrepreneurs. Industrial development in almost all the countries has always started with private enterprises. Entrepreneurial qualities today have been shown to result more from a social heredity and consequences of individual experiences rather than from any genetic legacy. This generation is facing unemployment problem due to several reasons like recession, absence of new recruitment, technological upgradation and globalization. In this situation entrepreneurship is a new ray of hope for them. Today the spread of knowledge about Ayurveda and its increasing significance across the world have created new avenues of career for this generation. People
are showing greater inclination towards the use of Ayurvedic medicines as there are almost no side effects of these medicines. Today along with U.S.A. and Europe thirty other countries have recognized the importance of Ayurvedic medicines for better health care.

According to WHO estimate the total global market for health care product by the year 2050 will be five Trillion Dollars. Share of Ayurvedic medicines in the Indian drug market is 84% of the total market for Indian drugs which is a significant one. India can earn approximately 90 billion Dollars by exporting Ayurvedic medicines.

The present study is intended to analyse the entrepreneurship in the field of Ayurvedic medicines with respect to several determinants so it can provide some guidelines to those who want to enter this field as an entrepreneur. Growing entrepreneurship in the field of Ayurvedic medicines can provide incentives to enter the business of medicinal plants which is the most important ingredient of Ayurvedic medicines. The world trade of medicinal plants is worth 25,000 million dollars and the share of India in that trade is not even 25 million dollars. Actually 90% of the medicinal plants required globally are available in India. This shows tremendous opportunities available in the business of medicinal plants.

Today there are many deserving farmers who are ready to cultivate medicinal plants but they do not know the exact scope of this production. Not only herbal and Ayurvedic medicines but allopathic medicines aswell use medicinal plants. Ingredients of Ayurvedic medicines are different parts of medicinal plants, minerals and animal products. Increasing production of Ayurvedic medicines can boost the production of all these ingredients. Today’s youth can enjoy tremendous opportunities of starting the business of converting these ingredients into consumer friendly form with longer shelf life.
1.20 Methodology of Research

**Universe:** The universe consists of 138 units from Thane district registered with Food and drugs administration (FDA), manufacturing Ayurvedic drugs.

**The Sample:**

Out of total 138 units registered in Thane district in 2005, 125 units fall in the category of “Own licensees” and remaining 13 units are “Loan licensees” as on today. After conducting survey of all the units, it was found that out of 125 units; only 96 units are working presently, so a sample of 50 percent of the total working units (universe) i.e. 48 units is selected for the present study.

**The Questionnaire:**

A tentative schedule of information to be sought from the entrepreneurs was prepared initially on the basis of objectives. Then a tentative framework of study was prepared and discussed with a number of persons from academic, industrial, Ayurvedic medicines and other fields. A draft questionnaire was then prepared and pretested through a pilot survey. The final questionnaire was then canvassed and completed personally after discussing it with the respondents.
1.21 Types of Variables to be measured:

1) Economic status of an entrepreneur at the time of starting business can be determined by the following factors:
   a) Whether entrepreneur is employed, unemployed or engaged in some other business at the time of setting of the unit.
   b) Financial condition of the family
2) Educational qualification can be measured as the qualification suitable and not suitable for the business.
3) Economic motive can be measured by the income or profit expected from the business
4) Sources of finance can be explained as:
   a) Own savings or personal finance
   b) Borrowing from friends and relatives
   c) Borrowing from banks
5) Innovations can be measured by contributions of the entrepreneur in the introduction of:
   a) New product
   b) New method of production
   c) New market for existing product
6) Support system for entrepreneurship development is available in the form of
   a) Institutions providing educational and technical assistance
   b) Institutions providing financial assistance
   c) Institutions helping in planning appropriate marketing strategy
   d) Government
   e) Family members, friends and relatives
8) Effectiveness of Government schemes can be measured by
   a) Entrepreneur’s awareness about the schemes
   b) Extent of actual benefits received from these schemes
1.22 Method of Data Collection:

The present study is based on the primary data collected through the survey of Ayurvedic drug manufacturers from Thane district. A detailed questionnaire is administered for the data collection. Interviews of most of the entrepreneurs were conducted before administering the detailed questionnaire.

1.23 Plan of Study

CHAPTER I: Introduction

Definition of entrepreneur and entrepreneurship, Entrepreneurship development-two approaches, Entrepreneurship development programme, Emergence of entrepreneurship in India, Entrepreneurship-Global scenario, Characteristics and some special qualities of entrepreneur, Factors influencing the development of entrepreneurship, Role of entrepreneurship in the development of the country, Objectives and scope of the study, Relevance of the study, Methodology of research, Types of variables to be measured, Method of collection and analysis of data, Plan of study

CHAPTER II: Review of literature

Theoretical paradigm, Innovation and entrepreneurship, Motivation and entrepreneurship, Women entrepreneurship, Performance and success of women entrepreneurship, Impact of globalization on the business of Ayurvedic medicines
CHAPTER III: Socio-economic Profile of the Entrepreneurs Selected in the Sample

CHAPTER IV: Pattern of Entrepreneurship Among the Entrepreneurs Engaged in the Manufacturing of Ayurvedic Medicines. Association between different socio-economic factors and its impact on entrepreneurship pattern

CHAPTER V: Performance of the Entrepreneurs and Their Problems and Prospects
Different criteria of determining the performance of the entrepreneurs, Performance of Ayurvedic drug manufacturing units in post reform period, Performance of women entrepreneurs, Problems faced by entrepreneurs engaged in the manufacturing of Ayurvedic medicines and their prospects

Chapter VI: Globalization of Ayurveda and Ayurvedic Medicines
Concept of globalization, Effect of globalization on the world, Impact of globalization on Indian economy, global revival of traditional medicines, Compliance of GMP provisions by Ayurvedic drug industry

Chapter VII: Support System for the Development of Entrepreneurship in the Field of Ayurvedic Medicines
Support from educational institutes, financing institutes, promotional institutes, Government, NGOs and support from family members, friends and relatives

CHAPTER VIII: Conclusions and Recommendations
Summary of conclusions, Recommendations to government and recommendations for further areas of research
References:


