PREFACE
Entrepreneurship is a distinct feature whether of an individual or of an institution. It is not a personality trait. But everyone who can face up to decision-making can learn to be an entrepreneur and to behave entrepreneurially. Entrepreneurship, thus, is behaviour rather than personality trait; and its foundation lies in concept and theory rather than in institution. Entrepreneurship rests on a theory of economy and society. The theory sees change
as normal and indeed as healthy. And it sees the major task in society and especially in the economy - as 'doing something different rather than doing better what is already being done.'

The entrepreneur always searches for change, responds to it, and exploits it as an opportunity. The entrepreneur, by definition, shifts resources from areas of low productivity and yield to areas of higher productivity and yield. Of course, there is a risk, the entrepreneur may not succeed. But if even moderately successful, the returns should be more than adequate to offset whatever risk there might be.

Entrepreneurship is 'risky', mainly because very few entrepreneurs know what they are doing. They lack the methodology. They violate elementary and well-known rules. This is particularly true of high-tech entrepreneurs. However, high-tech entrepreneurship and innovation are intrinsically more difficult and more risky than innovation based on economics and market structure, on demographics,
or even on something as seemingly intangible as perceptions and moods. But even high-tech entrepreneurship need not be 'high-risk'. It does need, however, to be systematic. It needs to be managed. Above all, it needs to be based on purposeful innovation.

Entrepreneurs innovate. Innovation is the specific instrument of entrepreneurship. It is the act that endows resources with a new capacity to create wealth. Innovation indeed, creates a resource. There is no such thing as a 'resource' until man finds a use for something in nature and thus endows it with economics value. Until then, every plant is a weed and every mineral just another rock.

Successful entrepreneurs, whatever their individual motivation - be it money, power, curiosity or the desire for fame and recognition - try to create value and to make a contribution. Still, successful entrepreneurs aim high. They are not content simply to improve on what already exists, or to modify it. They try to create new and different values and new and different satisfactions, to convert a 'material' into a 'resource', or to combine existing resources in a new and more production configuration. Systematic innovation therefore, consists in the purposeful and organised search for changes, and in the systematic analysis of the opportunities such changes might offer for economic or social innovation.

The entrepreneurship Management is managing innovative opportunity. Specifically, entrepreneurship management means monitoring seven sources for innovation opportunity.
The first four sources lie within the enterprise, whether business or public-service institution, or within an Industry or service sector. They are therefore, visible primarily to people within that industry or service sector. They are basically symptoms. But they are highly reliable indicators of changes that have already happened or can be made to happen with little effort. These four source areas are:

* The unexpected - the unexpected success, the unexpected failure, the unexpected outside event;
* The incongruity - between reality as it actually is and reality as it is assumed to be or as it 'ought to be';
* Innovation based on process need;
* Changes in industry structure or market structure that catch everyone unawares.

The second set of sources for entrepreneurship management, a set of three, involve changes outside the entreprise or industry:

* Demographics (Population Changes);
* Changes in perception, mood and meaning;
* New knowledge, both scientific & nonscientific.

Purposeful, systematic Innovation brings with the analysis of the opportunities. It brings with thinking through what I have called the sources of entrepreneurship management.
2.0 **Entrepreneurship Management**

Today the pace of change in the global economy is accelerating. Such change poses great challenges, but also opens even greater opportunities. Organisations must be ready to meet the challenges and take advantage of these opportunities. They need to become more entrepreneurial in their outlook and approach to management. It is interesting to know how organisations can introduce entrepreneurial skill and attitudes without losing organisational focus and direction. 

**Entrepreneurial Organisation** is the need of the time. The challenges to entrepreneurs and managers in the new emerging society are many managing an entrepreneurial organisation and entrepreneurship management need indepth study. This is perhaps the first attempt in this directions. 

' Entrepreneurship Management ' has been studied so as to throw light on the emerging profile and new dimensions in the changing times.

3.0 **Scope of Work**

In this work, the researcher has undertaken the study of Entrepreneurship Development and Management in which the major thrust is on the personal success of Entrepreneurs. The Researcher has examined the trends in ' Entrepreneurship Management ' in the last 25 years and has presented the study with special reference to the emerging new dimensions during the period 1969 - 1988.
The researcher has identified the new concepts in entrepreneurship, new areas of entrepreneurship in small industries, new methods and structure in Higher Education for entrepreneurship management and environmental inspiration for its growth. The study is made of this subject with special reference to small sector enterprises and small scale entrepreneurship; and a detailed study has been made of the evolution, perspectives and emerging style of entrepreneurship in Nasik - Pune region by emphasising the new dimensions which have emerged in the last two decades.

4.0 Methodology of Research:

The study has been based on the survey technique; the basic tool of data collection being, the schedule, which was administered to the top executives, supermanagers, educational stalwarts, industrialists and newly come-up entrepreneurs.

The schedule administered for the study consisted of both open and close-ended questions. The purpose of open questions was to collect information that would enable the researcher to get a detailed explanation on the various aspects of entrepreneurship management followed by the small entrepreneurs and other successful organisations. The objective of including close-ended questions was to facilitate classification, tabulation and statistical handling of the information supplied.
The questions were arranged logically, on the basis of various aspects of entrepreneurship management, designed to elicit information that would help in arriving at a generalisation regarding the entrepreneurship management practice in Indian economy with special reference to Nasik - Pune region.

5.0 Outline of the Study:

The Research Study has been divided into five Chapters:

**Chapter I** gives an introduction to the nature and concept of entrepreneur, entrepreneurship and entrepreneurship management.

**Chapter II** reviews the emerging new perspectives and profile of small entrepreneurs with special reference to Nasik - Pune region. It studies the problems and dimensions of first generation entrepreneurs and women entrepreneurs.

**Chapter III** outlines the Entrepreneurial Development Programmes.

**Chapter IV** deals with entrepreneurial education and entrepreneurship management education and outlines a model curriculum both at Under-Graduate and Post-Graduate level. Details of post-graduate Diploma in Entrepreneurship and Small management are presented after interview and discussion with experts.

**Chapter V** gives the details of Emerging New Dimensions of Entrepreneurship Management through 'intrapreneurship', 'intraprising', 'Supermanagership', and 'environment, and presents the emerging new styles of entrepreneurship.

There are 5 annexures including questionnaires & bibliograph...
6.0 In this work for making an enquiry into the evolution perspectives and emerging styles of entrepreneurship management two questionnaires were drafted and forwarded to entrepreneurs, supermanagers, industrialists, educationists and other institutional heads in our State and in Nasik-Pune Region, and effort was made to collect the first hand data. Effort was also made to collect information through personal interviews and visits for getting details of entrepreneurship programmes, project works, restructuring syllabi, EDPs etc. In the light of discussion with experts in the field, major findings, recommendations and model curriculum have been presented.

7.0 The researcher is extremely thankful to the BYK College of Commerce and JDC Bytco Institute of the Management Studies and Research, Nasik and S.N.D.T. Arts & Commerce College, Pune, as well as Poona, Bombay & SNDT University's Libraries for making available useful and relevant publications and data. The researcher is also grateful to Nasik Industrial Estate, Maharashtra Chambers of Commerce, Nasik as well as Women's industrial estate, Nasik & Mahila Bank, Nasik and other persons who responded to the questionnaire and gave opportunity for personal interview.

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