SUCCESSFUL ENTREPRENEURS OF INDIAN ORIGIN
A CASE STUDY

ABSTRACT

An organization comes into existence only because of the efforts put in by an individual, who would be prepared to assume responsibility of leading the enterprise with him. For that, the individual must have special quality that is known as entrepreneurship.

Entrepreneurship as an economic activity emerges and functions in sociological and cultural environment. It could be conceived as an individual’s free choice activity or a social group’s occupation or profession.

The entrepreneurs perform vital function in economic development of a nation. They have been referred to as the human agents needed to mobilize capital, to exploit natural resources, to often develop innovative products or concepts, to create markets and to carry on business. It may be construed that the entrepreneurial contribution spells the difference between prosperity and poverty among nations.

A successful entrepreneur is always aware of the new developments and changes that take place around him in the society and is prepared to adapt to the changing needs of the society. He is the central point, around whom all other factors of production, productive resources and techniques shall revolve. He integrates talent, abilities and drives to transform the resources into profitable ventures.

Studies on entrepreneurs have revealed that personality and cultural or social factors are related to entrepreneurial behaviour. Traits such as self confidence, creativity, persistence, calculated risk taking capacity, determination, need for achievement, individuality, leadership, versatility, optimism and liking for challenges characterize the entrepreneurial person.
A person who has a business of his own is called an entrepreneur. But what differentiate an entrepreneur from a successful entrepreneur are his achievements in the field of his business.

**Expected outcome of the study**

- To explore the traits of Indian entrepreneurs
- To differentiate successful Indian entrepreneurs from entrepreneurs
- To trace the success stories of selected successful Indian entrepreneurs
- To identify their winning strategies for success in business
- To summarize the findings of the study and establishing as bench mark for future entrepreneurs to be successful

**Methodology of the Study**

Primary and Secondary data: Interview and secondary sources were referred in this case study method. Out of the available entrepreneurs in India, these few (fifty) successful entrepreneurs, who had their investment options from their own sources, were considered for this study.

Based on the hypothesis proposed as above, a sample of fifty successful Indian entrepreneurs is carefully selected for the study. The methodology chosen is case study method; their history is studied in depth, the factors deciphered as to identify their secret of success.
Suggestions are made to resolve the various issues relating to entrepreneurship in small scale industries. The suggestions are given categorically to the government, to the banks and other financial institutions and to the entrepreneurs.