PREFACE

The research, which has eventually led to this thesis, is the token of my sense of involvement in this aspect of entrepreneurship which has secured an exceedingly major share of importance in the context of situations and conditions prevailing in this country today.

My investigation was mainly exploratory in character and, for that reason, began without any rigid hypothesis. My emphasis has rather been on the analysis of the wealth of both quantitative and qualitative data available.

Entrepreneurs provide employment for a large proportion of the industrial labour force and account for a substantial number of all manufacturing establishments in our country. They have a strategic role to play in the industrialisation of Third World countries, and assume an important position in the economies of these countries.

A growing recognition of these facts has inspired me to undertake this research into the problems of developing a prosperous entrepreneur.
It may, however, be stated that very few systematic efforts have so far been made to study the problems connected with the promotion and development of an entrepreneur.

The present work is a modest attempt to study mainly the facts regarding the emergence and growth of manufacturing entrepreneurs, who willingly take all the risk in developing their enterprises.

In 1972, when I took my B.E. degree from the University of Poona, I decided to enter into business. Since then, I am in the business of manufacturing and marketing cutting tools and was catering to the needs of almost all the small scale and large industries in Poona. This gave me, to a great extent, insight into the overall working of many enterprises and enabled me to observe closely the behaviour and the characteristics of entrepreneurs.

At the same time, I was fortunate enough to secure admission to MBA Programme of the University of Poona in 1972, which accelerated my desire to carry out a study in entrepreneurship.
During the course of MBA Programme, I started a management consultation and advertising agency in Poona. This has considerably exposed me to Business and Industry and further increased my interest in carrying out a study.

The findings represent merely a beginning. A considerable amount of research at national level must be undertaken to provide for the growing demand for entrepreneurs in this country.