Chapter 5

ENTREPRENEURSHIP DEVELOPMENT IN INDIA
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5.1 Entrepreneurship Development IN INDIA:

Entrepreneurship in Pre-British India:

During the pre-British period India was constituted mainly by villages. There were cities, which were the capitals of the princely states, villages were self sufficient. The village population used to satisfy their daily requirements and needs within the village. The village economy was constituted by farmers, artisans, craftsmen, balutedars and members of the gram panchayat. The artisans, craftsmen and balutedars used to produce various products and provide necessary services. They represented the entrepreneurial culture and possessed the characteristics of an entrepreneur. There was the barter economy, in which commodities were exchanged for commodities. Certain products like spices, needles and salt were brought from outside by the village traders and farmers produce the foodgrains. Members of the gram panchayat established law, peace and order. Thus the village people were completely dependent upon each other. They represented will knit and harmonious relationships.

Indian handicrafts, marble carvings, wooden articles, woolen garments, jewellery and textiles attracted the world market. Particularly the Indian Mulmuli a type of muslim cloth was world famous. Village craftsmen and artisans received special patronage from the Indian kings and princes. Indian spices, jute, jute goods, minerals, raw cotton and handicrafts were exported all over the world. There was prosperity Indian culture which was an entrepreneurial culture. There was “value for labour” India was described as the “land of gold”. But Indian economy, received a tremendous setback during the British rule.

Decline Of Entrepreneurship During the British Period:

During the British rule, Indian village economy received a big jolt from the competition by the British industries. Mechanisation in the British industries initiated the industrialisation process in Britain. On one hand, British industries, particularly, the textile industry required raw material which was supplied by the Indian agriculture on the other hand, British industries were in need of a ready market for their machine made goods. Raw materials were exported from India and the imported machine made British
goods flooded in Indian markets. As these goods were cheap, compared to the handmade goods, they received a huge response from the common man. The Indian market was flooded with the British goods. This caused a complete destruction of Indian handicrafts and village industries. Princely states were merged in the British empire. This adversely affected the Indian artisans and craftsmen as they lost the valuable patronage of the Indian kings and the princes.

The British introduced a new system of education. The value of labour was completely lost. People took pride in serving in the administrative services of the British offices. Blue collar jobs were substituted by the white collar jobs. Unfortunately entrepreneurial culture was submerged. The British period witnessed the emergence of the employment oriented mentality among the Indian artisans and craftsmen. They become ‘servants’ Risk bearing ability and confidence were substituted by complete obedience to the British administration. Creativity and innovativeness were substituted by submissiveness and a blind imitation of the British. Once a ‘land of gold’, Indian economy was completed paralysed. At the time of independence India was described as an underdeveloped country.

**Entrepreneurship Development in Independent India :**

When India got independence, Indian economy had all the characteristics of an underdeveloped country. Agriculture was the main economic activity. Ninety percent of the population was employed in agricultural activities. Agricultural production was undertaken mainly for self consumption. But the techniques of cultivation were primitive. The share of the agricultural produce on the Gross National Product (GNP) was negligible. Industrial sectors were completely underdeveloped. There was an acute shortage of capital, skilled workers, infrastructure facilities and industrious attitude was totally absent. Technique of production was labour intensive and foreign trade suffered from a serious balance of payments. Exports were constituted of agriculture products, particularly raw cotton, spices, jute, indigo etc. Imports were composed of scare raw materials, machinery and equipment, food grains etc. Foreign exchange earning was meagre as compared to the foreign exchange expenditure. Infrastructure facilities like electricity, irrigation, transportation, postal services, telecommunications, godown facilities, research institution and laboratories were not available. The educational system was faulty and was not designed as per the requirements of the economy. The rate of growth and volume of population was very high. The problem of unemployment was
service. Particularly, in the agricultural sector, was disguised unemployment. The productivity in the agricultural and industrial sectors was at a very low level. Markets were underdeveloped and entrepreneurial culture was absent. Considering the dismal picture of the economy the government of the newly Independent India had a gigantic task before it the task of rehabilitation and reconstruction of the economy of the country. The government of India declared its economic policy in 1948, when it published its first industrial policy resolution.

**Entrepreneurship Development – 1980 TO 2000 :**

The Entrepreneurship Development Movement gathered momentum particularly in the last twenty years from 1980 onwards. During this period, efforts were concentrated on identifying, training, motivating, equipping and developing people who would not otherwise accept entrepreneurship as a career. The term “entrepreneur” gained popularity during this period. The main thrust of all government policies was on the development of the “first generation entrepreneur”.

The movement was initiated by opening up of a separate wing in IDBI(Industrial Development Bank of India) to provide financial assistance for entrepreneurship development and training the new entrepreneurs. IDBI(Industrial Development Bank of India) in collaboration with national level institutions like NIESBUD(National Institute for Entrepreneurship and Small Business Development), EDI(Entrepreneurship Development Institute of India), NISIET(National Institute of Small Industry Extension Training) and NIMID(National Institute for motivation and Institutional Development) organized series of training programmes in entrepreneurship development for various target groups. The training packages were developed to fulfill the needs of the target groups. The main components of the training programmes were:

- Entrepreneurial Motivation Training (EMT)
- Opportunity Guidance.
- Enterprise launching formalities
- Enterprise management.

To facilitate highly qualified trainers to organize these training programmes an expert team of accredited trainer – motivators was trained and equipped particularly by NIESBUD, New Delhi and EDI Ahmedabad. Different target groups like women, techno crafts, science and technology graduates, ex-servicemen, handicapped, economically and socially backward classes, artisans and craftsmen, etc. were identified. The response to
these efforts and its success rate was so encouraging that in 1980, a special apex institution and Small Industries Development Bank of India (SIDBI) was established. The main concern of SIDBI was again promotion, finance and support to small entrepreneurs.

Institutional support was enhanced during this period with establishment and strengthening of the network of large number of institutions at the national state, regional and district levels. Institutions and organizations like SISI (Small Industries Service Institute), NSIC (National Small Industries Corporation), Directorate of Industries, TCOs (Technical Consultancy Organisation), NIESBUD (National Institute for Entrepreneurship of Small Business Development), EDI (Entrepreneurship Development Institute of India), SSIDCs (Small Scale Industries Development Corporation), DICs (District Industries Centre), SIDCs (Small Industries Development Corporation), NISIET (National Institute of Small Industry Extension Training), KVIB (Khadi and Village Industries Board) etc., have given tremendous support to first generation entrepreneurs and small entrepreneurs to such an extent that it will not be exaggeration to say that in the absence of these institutions, India would not have achieved the transformation of the economy from job minded mental set up to entrepreneurial culture.

The Directorate of Industries at the state level, centre for Entrepreneurship Development and the District Industries Centre (DIC) with its wide network at the district and the taluka levels are deeply involved in the promotional activities. Organizing training programmes for various target groups, arranging buyers sellers meets and interactions, facilitating, infrastructure and inputs, identifying opportunities, supplying market avenues, providing registration, licenses, subsides incentives and rewards, publishing news bulletins and magazines are the turning points in the entrepreneurial careers leading them to success.

Chambers of commerce and industries and federations of employers are also supplementing to the entrepreneurship development by providing assistance, guidance, training and a platform to develop links with the large scale industries, multinationals, world trade organizations and foreign markets.

For the Development of the products of the small entrepreneurs, there is an increasing use of the exhibition medium. At the local level, exhibitions give good publicity to the products. With a low cost, exhibition is a good medium of market promotion and itself has become an entrepreneurial activity.

Entrepreneurship Development has attracted the academicians and researchers. Realizing the pressing need of the time, entrepreneurship is being introduced in the school
and college curriculums. Many researchers have been organized and research papers have been published on the related aspects and subjects concerned with entrepreneurship.

Beyond the year 2000 Indian economy is posed for transformation as the high tech industrial economy and culture as the entrepreneurial culture.¹

5.2 **Entrepreneurship Development Institute of India (EDII)**

EDII has been focusing its attention on developing programmes for entrepreneurship development and innovative training technique for trainers. The institute has developed EDP for women and carried out experiments in rural development in villages. It conducts entrepreneurs meeting, training programmes for trainers and gives professional assistance to various institutions for their development activities.

5.2.1 **National Alliance of Young Entrepreneurs (NAYE):**

NAYE has arranged several schemes of entrepreneurial development in collaboration with public sector banks such as Bank of India, Dena Bank, Punjab National Bank, Central Bank of India and Union Bank of India.

The objectives of the schemes are the following: -

1. Help young entrepreneurs in identifying investment and self employment opportunities.
2. Secure proper arrangement for their training.
3. Provide necessary financial assistance on the basis of project reports.
4. Secure package of consultancy services.
5. Arrange for getting assistance, facilities and incentives extended to entrepreneurs by the government and other institutions.

5.2.2 **Technical Consultancy Organization (TCOs):**

All India financial institutions and state governments have set up a net work of technical consultancy organizations in the country. The functions of the TCOs include, conducting surveys on industrial potential, preparing project profiles, undertaking techno-economic appraisal of projects, carrying out market research, providing technical and managerial assistance to entrepreneurs, assistance in modernization, technology upgradation and rehabilitation programmes and organizing information cell and Data Bank concerning industrial and economic activities and provide these to entrepreneurs. In Maharashtra, Industrial Development Corporation offers a wide variety of consultancy services.
5.2.3 **The National Entrepreneurship Development Board (NEDB):**

It is the apex body for determining policies in respect of entrepreneurship development in the country. The NIESBUD is acting as the secretariat for NEDB by performing the task of processing the recommendations made by the board.

5.2.4 **The National Science And Technology Entrepreneurship Development Board (NSTEDB)**

This board has been set up by the Department of Science and Technology for the promotion of entrepreneurs to exploit scientific resources available in the country.

5.2.5 **The National Institute Of Small Industry Extension Training (NISIET)**

The above institute has been set up by the Government of India at Hyderabad mainly for the purpose of imparting training to small-scale entrepreneurs.

**EDP’S by Banks:**

Commercial banks play a significant role in promoting efficient entrepreneurs by organizing a number of EDPs for various target groups like women, college students, educated unemployed and so on.

**Development Banks:**

The development banks have been actively involved in entrepreneurship development programmes and in establishing a set of institutions which identifying and training potential entrepreneurs.

5.2.6 **SIDBI**

SIDBI’s strategy for entrepreneurship development involves support to specially designed programmes covering the target group like rural poor, women, schedule caste / scheduled tribe, ex-servicemen etc. The bank has given thrust to rural entrepreneurs.

**Evaluation of EDP’s:**

Developing entrepreneurship has become a movement in India.

The main objective of EDPs is to create entrepreneurship and make potential entrepreneurs to set up industry. Whether the objective of EDPs has been achieved or not? This calls for evaluation of EDPs.

A number of studies have been conducted by various organizations and individuals researchers. A nationwide evaluation study on EDPs is carried out by the Entrepreneurship Development Institute of India.
It is observed from the studies that one out of every four trainees actually started his enterprise after attending the training programme. However, the expected start up rate is around 32 percent. The performance of EDPs across the states and across the ED organizations have not been uniform. Hence the performance of EDPs has not been considered impressive.

**Problems:**

The problems are on the part of all those who involved in the programme, namely, the trainer, the trainee, the organizations, the supporting organizations and the state governments. The main problems are selection of wrong trainees, trainer – motivations are not upto the mark in motivating the trainees, lack of dedication and commitment on the part of organizations and the attitude of supporting agencies like banks and financial institutions.

Non conducive environment that makes trainer motivator’s role ineffective.

**Emerging Scenario:**

With the liberalization and globalization of the Indian economy, the Indian entrepreneurs have to face fierce competition from new entrants and free import from anywhere around the globe. Even in consumer products which till now had some protection, there will be severe competition. Therefore the future entrepreneurs should have exposure to the changing trend. EDP’S which import training should keep in mind the following aspects such as consumer satisfaction / consume service, cost of production, quality consciousness, productivity, technology and scope for modernization, environmental aspects and energy conservation.

The competition has opened opportunities in various fields such as electronics, communications, food technology, packaging, floriculture, cane/wood craft, textile, toy, gems and jewelry etc. also, the entrepreneurs have to realize that export orientation is important for success. With the emphasis given to technology and clean environment many more opportunities will emerge for Indian entrepreneurs.

The organizations engaged in EDPs should promote and encourage growth-oriented and quality and cost conscious entrepreneurs and make them think globally and operate efficiently.

There are certain products in India which have export potentialities. These products should be identified, the demand for the products in the global market and the buyers for these products in various countries should be studied. Based on this, an EDP for those prospective entrepreneurs who are interested in producing and taking the products may be
organized. The training programme may include the following aspects like export potentialities for the products abroad, demography of the foreign countries, export procedure – documentation, foreign exchange transactions, financial assistance for export, pricing packaging branding, marketing research marketing strategy, international business environment, preparation of project report, environmental aspects.  

5.3.0 Strategy for Development of entrepreneurship in 21st Century

There will be great possibility for entrepreneurship activities during the 21st century because of the process of globalization, advancement of science and technology and information boom created by development of information technology. Entrepreneurs will compete both locally and also in global area for markets. Leadership in organization for industry will be given by person with up-to-date knowledge and skills and the future business leaders will be a generalist and not specialist. These leaders are no other than the entrepreneurs themselves who would initiate the idea of business and utilize resources both for profit and development. The business leaders and entrepreneurs of the 21st century will have to be more dynamic and possess organizational capability, innovativeness, capable of developing organizations with knowledge work, quality conscious, competitive globally and sensitive to environment in which they operate. Besides all future development in the next millennium will be linked to development of information technology. During 21st century it will not be possible to develop conventional entrepreneurs, they will be internet preneurs. The main challenge for entrepreneurship development lies with the capacity of the economy to arouse entrepreneurship amongst its people, feeling to the requirement of new economic order of the next century.

The experience of 1990s and perception of 21st century, give rise to speculation about future, which nobody perceived fully. The speculations confirm, great possibilities due to three important but interrelated factors:-

1. Global outlook of business and other activities created by concepts of globalisation.
2. Wonders created by science of technology.
3. Information boom created by development of information technology.

From the experiences derived in other places as well as that we already had at our own place we can deduce certain important qualities, that all future business leaders should possess. Seven Important areas where the future business leaders will have to develop their knowledge and competence is identified as follows:
1. Tomorrow’s business leaders will have to be more dynamic and possess organizational capacity. He will have to build and lead organizations that will be creating and utilizing resources for effective economic end. He will have to make whole organization capable of doing that what in the past he himself individually could do. That is systematically, make a new and different future for himself as well as for those who will be working with him and ultimately the process of such activities will create an impact on over all economy. This is important because compared to our various needs we have limited resources such as time, money and also other physical and human resources.

2. Closely connected to the above is the capacity for systematic innovation. This is one area where most of our entrepreneurs and leaders are failing. To be successful in business and otherwise one shall have to make innovation economically effective and profitable too. Because, in today’s context innovation and initiative are the two basic pillars on which business success or acceptability of any product or idea is based. And to be innovative one shall have to know the relationship between economic resources and economic results.

3. The organization that he is likely to develop or give lead will primarily be an organization of knowledge workers. That is highly educated people who put to work knowledge and concepts and who work with their minds rather than with their leads. The leaders of tomorrow shall have to know how to organize knowledge workers for performance, how to motivate them, how to reward them and above all how to make them productive. They will be the main resources of tomorrow and also main source of competitive edge over others. Simply speaking in 21st century one would not be able to remain apathetic to the need of Human Resource Development (HRD).

4. In the 21st Century all future business and other activities will operate across the national boundaries. In other words, business of future be it in small, medium or large sector will have to be competitive globally. Globalization is becoming accepted norm all throughout. An entrepreneur will have to operate beyond his sovereign national boundaries. So he shall have to be aware about multiplicity of culture and laws prevailing in each nation where he would like to operate his business and activities. And he will have to be able to work together for joint performance with men with a diverse of cultural, linguistic and ethnic background.

5. All entrepreneurs in the future will have to be quality conscious. He has to accept quality in product and services as accepted norm to remain competitive and attain market acceptability. He shall also have to accept this fact that merely using high technology
machineries or raw materials, a quality product cannot be produced. For manufacturing quality goods or to give quality services he must have the knock and motivation and commitment to satisfy the ultimate consumers. He shall accept the fact that quality is not static concept, rather it is a dynamic term. Today’s quality may be not quality at all for tomorrow. Therefore, he shall have to regularly update his data base and take needful action on regular basis.

6. The leaders of future institutions will have to be very sensitive to environment in which he operates. The environment pre-requisites are related with legal requirements, various social needs and expectations of business, various governmental formalities and procedures under the economy where he operates. An entrepreneur who is operating his business enterprise providing better goods, articles or service in lieu of money and profit should not be objectionable. But in totality it should also fulfill expectations of labours, society as well as of the government. There is no doubt about the fact that achieving economic objective for an organization is must. But in order to achieve such objective he cannot violate any established norms or provide set back to the expectations of the people in that area where he operates his business activities. He shall have to accept importance and rationality of various institutions and procedures.

7. Lastly, all future development in the next millennium will be linked to the development of information technology. During last two decades we have noticed explosive development of information technology, which has totally changed the concepts and meaning of communication. The type of changes that we have noticed has not only made it possible of exchange views and information in a very fast and instantaneous manner, but at the same time it has its telling effect on our social and cultural lives. Therefore in the 21st century it will not be possible to develop entrepreneurship without giving due importance to the various needs of information technology. It is not simply possible to project today about the qualities of entrepreneurs of next century absolutely may be all entrepreneurs in the 21st century will be “Internet Preneurs”.

3
5.4 **Scope of Rural Entrepreneurship in India:**

Entrepreneurship is an occupational enterprise undertaken at an individual level which often involves financial risk, quick decision, innovative adaptation, continuous investment and above all a temperament for organising thing for profit making and development. Its history in our country goes back to the period of industrialization brought by the British Raj. The Parsis, the Gujratis and the Marwaris were the pioneers to respond in a healthy way to entrepreneurial development. If we dig deep in India’s history, we find that in the ancient period also there were attempts to initiate new occupations. When the Aryan conquerors suppressed the non-Aryans and settled down in this country, they faced the problems of innovating new crafts and occupation and also evolved some kind of division of labour for the new handicrafts, breeding of cattle and cultivating land which were non-existent before Aryan conquests. These new crafts of filling of fields, breeding the cattle, handicrafts, etc, where results of entrepreneurial action. Agriculture, crafts and handicrafts were the basic sources of livelihood for people in Gupta’s and post-Gupta times. Entrepreneurship in technology gave rise to trade, i.e., when the peasantry and the artisans produced surplus goods these were brought to towns and cities for distribution. The kings have been supporting the unorganised industrial entrepreneurial activity in a few recognised products, especially textile and handicrafts. The pre-independence period witnessed the first steps of modern entrepreneurship with the emergence of cities like Bombay, Calcutta, Ahmedabad, and few other pockets having a very narrow industrial base represented mining, textiles, iron and steel, railways workshops, ordnance factories and crafts relating to construction activity. After the second world war a dose of stimulus to the growth of Indian industries took place and number of new enterprise like cement, paper, cotton, iron and steel, sugar, textile, etc., expanded. After independence, the government of India recognised the need of planning, and tried to spell out the priorities and development of infrastructure. The government introduced several incentives to accelerate the industrial as well as agricultural growth in the country. A large number of established entrepreneurs branched out into family entrepreneurship units like Tata, Birla, Mafatlal, Desai, Dalmia and other new frontiers expanding their units. This led to improper diffusion of industrialisation in the country, i.e, industrial development in urban areas only and rural areas were left to concentrate in the agricultural sector only from independence onwards, the government decided to pursue the path of state sponsored and planned economic development with the idea that
the person who have financial resources or managerial background could be introduced to take to small industries. So for the fist time a new class of entrepreneurs namely, the educated/enlightened persons with some financial resources appeared.

For the development of backward areas it was said that if we want industrialisation vis-s-vis economic development, it can be achieved only through exploitation of the local resources by the local entrepreneurs. Rural areas are many dominated by the agriculture sector and the majority of the population are dependent on agriculture and allied activities for their livelihood. Therefore, to develop rural areas, as agricultural technology development has been nearly saturated, rural industrialisation appears to be a pragmatic solution. In this context, the role of rural entrepreneurs assumes greater importance.

Problems In Rural Entrepreneurship Development

Some of the key problems in rural entrepreneurship development programmers are as under:-

1) **Insufficient Infrastructure Network :-**

Basic facilities like power, road and transport system, communication facilities, markets, post and telegraph network, water education and health facilities essential for any kind of enterprise are lacking in rural areas and discourage the entrepreneurs from starting new units in villages.

2) **Inadequate finance and working capital :-**

The problem of finance for small rural entrepreneurs is traditional and universal. They lack access to external funds and do not possess any tangible security and credit in the market. The serious problem encountered by rural entrepreneurs in obtaining working capital for financing day-to-day operations of the enterprise including purchase for raw material, meeting pay rolls etc. The complicated procedure of bank loans the inordinate delay in obtaining the loans and detering many villagers form venturing are important problems. A good deal of rural entrepreneurs specially in the agro based and handicraft sectors have come up wherever the commercial banks and other financial organisations liberally provided the capital.

3) **Inefficient arrangement for marketing :-**

For marketing the products rural entrepreneurs have to be at the mercy of the middlemen who pocket the major chunk of the profit. The elimination of middlemen is difficult because for making the product, selling in the market and recovery of payment a
great deal of running the business. Rural entrepreneurs also find it difficult to capture the
market and make their products popular. This problem is all the more pronounced in case of agro based products and small scale crafts.

4) **Shortage of raw materials:**
Shortage of supply of scarce raw materials to the rural entrepreneurs is another big problem, especially in non-farm enterprises, because of which the units, sometimes have to be closed for not being able to fulfill the demand orders in time and some times even break-even point is not possible because of shortage of raw materials and the units fail to be self sustaining.

5) **Heavy competition:**
Most of the rural entrepreneurs have imperfect organization set-ups. They have to face severe market competition with organized and well established industries. The handcraft industry in rural areas is getting liquidated mainly because of this factor. The small rural entrepreneurs with their limited resources cannot compete in quality as well as quantity with urban industrialists.

6) **High cost of production and obsolete technology:**
Another problem which undermines the efficiency and stands in the way of development and expansion of rural enterprise is the high cost of production. Government assistance in the form of grants, subsidies, marketing assistance, to some extent enables them to tide over the difficult situation. However, from the point of view of their ultimate survival it would be necessary to increase efficiency and expand productive capacity so as to reduce the cost.

7) **Lack of information and skilled manpower:**
There is lack of information flows to the rural entrepreneurs about the facilities and incentives available as well as technologies and assistance available for increasing efficiency. Also sufficient skilled persons are not available in the villages and there is no systematic approach to train rural youth in the latest technologies and techniques of production.

8) **Perishable nature of commodities:**
Most of the agro based commodities like milk, mushrooms, meat etc., are perishable. Moreover, proper market network is not available in the rural areas which, many a times,
cause heavy losses to occur to rural entrepreneurs and they have no option but to go to the middlemen and compromise with very less profit.

9) **Limited demand in rural areas:**

Due to low income and less rural population the local demand for the product is quite low in the rural areas, so the entrepreneurs have to look for other markets, which requires lot of efforts, resources and involve complexities.  

5.5 **Development of Village and Cottage Industries:**

The development of cottage and village industries in our country can be classified under three periods:-

- Prior to beginning of the colonial rule, i.e., before 1857, when cottage and village industries enjoyed an important position in Indian’s rural economy.
- From 1857 to 1925, during which period the cottage and village industries declined because of the unfavorable policy of the British.
- From 1925 to 1947, when efforts for their revival were made under the guidance and leadership of Mahatma Gandhi. A new era of development of rural industrialization has emerged since 1947, in which planned efforts are being made for their rapid development. Since they do not require any elaborate infrastructure, rural industries can reach even the most remote and inaccessible areas in the country, where large industries cannot be set up.

**Scope of Rural Industries:**

Rural industries are broadly classified into two classes:

- Traditional industries, dependent on the skill workmanship of the workers, and non-traditional industries, using modern technology skill-based traditional, industries like pottery, basket making, leather work, toys making, rope making, bidi making, etc., are unable to provide even the minimum subsistence. They face number of problems like availability of raw material, technical knowledge, tough competition from the large scale and organized sector etc., while industries like blacksmithy, carpentry, handloom, etc., provide enough subsistence. On the other hand, modern industries like – lamp shades, brush making, food processing, garments, etc., flourish and earn well. There is technical flexibility to meet out the changes in demand pattern in the non-traditional industries. Thus, they have scope for diversification. Though the traditional industries account for about three-fourth of the total products of this sector, the non-traditional sector scores over the
traditional in many ways as like: they are generally run by educated unemployed persons, these industrialists are economically better than the traditional ones, they use modern tools equipments, improved technology and power, quality of their products is better and these industries are resource of demand based having large scope for expansion.

The non-traditional industries include sports goods, domestic electric goods, buttons, paper plates, balloons, hosiery, readymade garments, furniture, candle making, etc.

Thus, the strategy for rural industrialization should include the development of non-traditional rural industries with modern technology and the improvement of traditional ones. An environment should be developed for entrepreneurial development in our village for which the financing institutions like regional rural banks, National Bank for Agriculture and Rural Development (NABARD) etc., should not only provide financial assistance but also technical and marketing assistance.  

5.6 Latest Entrepreneurship Styles:-

Under the globalization climate, the entrepreneur is going to change his dimensions from time to time. So, there is a need of some latest entrepreneurship styles to the entrepreneur in order to design the dimensions perfectly. Here, some of the latest entrepreneurship styles are presented.

1) Walking Faster than Employees:- An entrepreneur should have more knowledge of business than his employees 2) Face to Face Talk:- A discussion or consultation brings a new idea to both entrepreneur and employee 3) Writing on Post:- Forgotten can be eliminated by writing in pocket diary and request assistant and / or employees to remember. 4) A Solution to a Question:- Entrepreneur can request the assistant and/or employees to frame the strategy to achieve the objectives within certain norms. 5) Having no Knowledge:- Entrepreneur can empower the employees without managing the employees but exercise control on them. 6) Creative Thinking:- Entrepreneur can motivate their employees for creative thinking. 7) Open Door:- Complete freedom is given to employees on arrival and departure but demand 100 percent achievement. 8) Speak with Smile:- The information supplied by an entrepreneur can reach all employees within 15 minutes. 9) Education for All:- Entrepreneur should educate all employees to avoid clues and lazy. 10) Use of Buzz Words:- Code words can be used for quick dissemination of information. Secrecy is also to be maintained.
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