



# Entrepreneurship

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**Abstract** – This Paper sets out to develop a model of entrepreneurial action that takes its point of departure in entrepreneurs' experiences of risk-taking, opportunity identification and the role of self. By focusing on what entrepreneurs experience as relevant aspects of their life worlds the goal is to attain a better understanding of the drivers and motivations of venture creation and development, it is also important that how much entrepreneurs think about the welfare of the society and do work for them and not for the profit earning .

We can also discuss the problems, opportunity and there cure for the entrepreneurs, because education system and the cultural trends is not supportive to develop entrepreneurs skill in the youth of the country.

The proportion between the male and female entrepreneurs also and important aspect so, role of women entrepreneurs not to be taken at lighten, and opportunity to these people so that they can enhance their talent and make a good business plan for the country and also for the company.

Based on the individual studies, the discussion section outlines the contours of a general model of entrepreneurial action that centers around the questions: Who am I?, What do I see?, What do I do?, and What are the effects? By taking the experiences of the acting entrepreneur as the point of departure, it is also possible to re-examine many questions and assumptions in the study of entrepreneurship. Theoretically the salience of individual experiences suggests a new understanding of who the entrepreneur is. It also indicates that personal and often conflicting perceptions of risks and opportunities, regardless of their realism, constitute important drivers of entrepreneurial action. Practically the results may allow entrepreneurs, managers, educators, venture capitalists and others to take more informed actions. For entrepreneurs the results may increase awareness of their own role, problematize risks and opportunities, and also suggest new and creative ways for developing the venture. More specifically the results can be used as an analytical template in

the evaluation of, e.g. financial and technological risks. The thesis also contributes methodologically by demonstrating how phenomenological methodologies may advance understanding of entrepreneurship and entrepreneurial action..

## I. INTRODUCTION

An entrepreneur is a person who develops a new idea and takes the risk of setting up an enterprise to produce a product or service which satisfies customer needs. All entrepreneurs are business persons, but not all business persons are entrepreneurs. Let us now think of why all business persons are not entrepreneurs. Think of a woman who sits by the roadside leading to your home and who has been selling the same type of food, from the same size of saucepan or pot, from the same table top, and may not have been able to change her standard of living to any appreciable extent. Such a woman may be a business person but not an entrepreneur. The entrepreneur on the other hand is the business person who is not satisfied with his/her performance and therefore always finds ways to improve and grow. Rather than all these thing it is also important that how much an entrepreneurs thinks about the welfare of the society , it plays an important role for the development of the country but also for the new idea or firm establishes by the entrepreneurs .

The words entrepreneurs, entrepreneurship and entrepreneurship have acquired special significance In the context of economic growth in rapidly changing socio-economic and socio-cultural Climates, particularly in industry , both in developed and developing countries. Entrepreneurial development is a complex phenomenon. Entrepreneurship is the lifeblood of any Economy, more so in the developing economy. In India entrepreneurship is in its cultural ethos. Entrepreneurship and enterprises are a continuous process and it is growing from centuries to Centuries .Entrepreneurship is a dynamic activity which helps the entrepreneur to bring Changes in the process of production, innovation in production, new usage of materials,

Creator of market etc. It is a mental attitude to foresee risk and uncertainty with a view

To achieve certain strong motive. It also means doing something in a new and effective Manner.

## II. OBJECTIVES

Entrepreneurship has gained greater significance at global level under changing economic Scenario. Objectives of the present paper are:

- To understand the concept of Entrepreneurship and related terms.
- To know the motivating factors and skills for entrepreneurs.
- To see the support sources and opportunities for entrepreneurs.
- To understand the relationship of entrepreneurship and management through various Profiles of entrepreneurs

### ***Opportunity for entrepreneurs in India, in different sectors.***

Agriculture and other activities: Crop production, Plantation, Forestry, Livestock, Fishing, Mining and Quarrying.

Trading services: Wholesale and retail trade; Hotels and restaurants  
Old economy or traditional sectors: Manufacturing, Electricity, Gas and Water Supply

Emerging sectors (including knowledge intensive sectors): IT, Finance, Insurance and Business services, Construction, Community, Social & Personal Services Supply Chain, and Transport- Storage-Communications etc.

### **Problems face by the entrepreneurs**

Implementation of the project:

Recruitment of manpower:

Determination of form of enterprise:

Implementation of the plan without Market research by a small scale industry .

Procurement of machinery.

Procurement of raw materials.

Rising of funds.

Access to capital.

High personal and tax rates can significantly reduce/discourage risk taking ability Of entrepreneurs.

In India the failure of and the development of entrepreneurs is comes to the end because they have target towards the individual careers.

Entry in to big industries was possible through licensing.

Improper budgeting.

Needed the money/help family.

### **Scope for entrepreneurship development in Agriculture:**

Technologies those reduce the cost of production and increase the benefit of the

Farmers will open new opportunities for Agri-entrepreneurship.

New technologies that are simple and time saving and keep away farmers from

Drudgery of lab our will also provide opportunity for entrepreneurship in

Agriculture . Technologies that provide social and psychological benefits to farmers will also Provide opportunity for entrepreneurship in agriculture.

### ***Problems for the entrepreneurs in agriculture sector in India.***

Domination of seed market by multinational companies (MNCS) and adverse effect on farmers' traditional rights to save and sell seeds.

Reduction/ elimination of input subsidy, resulting in their rising cost and less use by Small and marginal farmers.

Import and dumping of low cost agriculture and industrial products from outside

Countries , adversely affecting indigenous production.

Benefits mostly accrue to large and rich farmers, as small farmers cannot go in for

Export oriented production.

Resource poor farmers may be further marginalized.

Rise in the price of food grains.

### ***How to overcome to the problems face by the entrepreneurs in India.***

Proper management for all the activity performs in the implementation of business plan made by the entrepreneurs.

Change the education system in India, which target to the subjective knowledge but not on the practical knowledge, especially in case of business.

Proper implementation of policy made by the government for promoting people to establishes there business plan.

Reduce the tax liability on the income earn by the business.

Easily availability of capital by the bank, less documentation work .

Government can make organization which teach good entrepreneurship skill with in people and change their mind set up towards doing the job .

### III. RESEARCH METHODOLOGY

The present paper is based upon conceptual knowledge of entrepreneurship and step towards.

Collection of data is from secondary sources. Various books, journals, research papers and

Reports based on entrepreneurship have been utilized for this paper.

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