* **INTRODUCTION.**

Entrepreneurs are the backbone of nation’s progress. They organize different factor of production like land, labour and capital and they provide goods and services to the people.

Entrepreneur creates wealth and gives employment to large sections of the society. India requires good entrepreneurial class for developing small scale and large-scale industries.

* **MEANING AND DEFINITION :-**

The word entrepreneur is derived from the french verb entreprendre which mean to undertake. Around 1700 A.D the term entrepreneur was used for architects and contractors of public work.

Entrepreneur is a person brings us overall changes through innovation for the maximum social good. Entrepreneur is a person who is responsible for setting up a business or an enterprise. He is one who has the innovative skill for innovation and who looks for high achievements. He is an agent of change and works for good of people.

* The oxford English dictionary defines entrepreneur as “one who undertakes an enterprise, especially a contractor acting as intermediary between capital and labour.”
* Richard Cantillon was the first to introduce the term entrepreneur. He defined an entrepreneur as the agent who buys means of production at certain prices in order to combine them into a product that he is going to sell at prices that are uncertain at the moment at which he commits himself to his costs.
* According to Peter Druker, “an entrepreneur is one who always searches for changes, responds to it and exploits it as an opportunity. Innovation is a specific tool of entrepreneurs which they exploit changes as an opportunity for different business or a different services.”
* **QUALITIES OF AN ENTREPRENEUR:-**

An entrepreneur is holding the key position in the society and has a social responsibility. He is the person who introduces something new things in the economy. The following are the qualities.

Willingness to assume risk:-

* Risk taking from an important entrepreneurial function. Risk means take in Challenges. Risk may be insurable or non- insurable. The non- insurable risk are called uncertainties. He takes moderate risks, well calculated risk unlike the gamblers who take a blind chance or believe in luck. He never takes high risks. Moderate risk taken with courage which increases the chance to win the game of business. He does not believe in ‘luck’ or divine happenings in his favour as he is known for tremendous self confidence. He attributes the success or failure to himself alone.

Leadership:-

* Leadership is the basic quality of entrepreneur leadership abilities and skills in directing the enterprise. Leading means to guide direct, supervise, integrate and energies the efforts of other towards a common goal. A leader is one who influences the behavior of others in any organized activity. Leadership is a relationship in which one person the leader influences others to work together willingly on related tasks to attain the goal. Entrepreneur as a leader should lead the team and should possess the qualities like competence, vision, discipline, outspoken, motivating skill, hard work, etc.

Decisiveness:-

* Decision making refers to saying yes or no, accepting or not accepting. Whatever the manager does he does through decision. The decision process touches all function of management right from planning to controlling. Decision making is both managerial and organizational function. Decision making is the soul of managerial process. A person with vision, sound judgment, fertile imagination and critical-bent of mind can make sound and timely decisions.

Creative thinking:-

* Creative is the ability to bring something new into existing. An entrepreneur should be creative because ideas usually evolve through a creative process whereby imaginative people bring them into existence, nurture them and develop them successfully.

Confidence in project:-

* An entrepreneur must believe in himself which will enhance his self confidence. Confidence means positive attitude towards anything. A good entrepreneur never exhibits any negative attitude. He should always be positive in their actions. Confidence is required for preparation, participation, presentation and professionalism.

Flexibility:-

* Flexibility refers to changing according to the situation a circumstances as far as decision making is concerned. He is always flexible in his approach as a open minded person. He is always optimistic and that he always thinks in a positive manner. He should not stick permanently to something and should willing to revise and change his decision according to the situation.

Ability to Marshall Resources:-

* Resources are the assets of the organization. Entrepreneur must have the ability to Marshall Input or obtain. They have resources for production to mobilize 6 M’S that is men, money, materials, machines; method and market effectively to realize (attain) the final product. Market orientation involves number of factors, localities, size, purchasing power, etc.

Determination courage and perseverance (work hard):-

* Entrepreneur put extreme efforts and work hard till the goal is successfully achieved. He is not bothered by uncertainty and difficulties in an achievement of a goal. He thus continues to do work in spite of his failure. When there is a failure he tries for other alternatives.

Entrepreneur must be courageous and work sincerely until the whole project is successfully implemented. They personally solve the problem that comes across the way while setting up the project.

Honesty:-

* For the survival of entrepreneur in the economy honesty is a must. Product must be advertised honestly. Entrepreneur must not give wrong information about his product. Dishonest policy must not be adopted. Eg: Amul products are truly advertised in the market.

Desire to achieve and grow:-

* Entrepreneur has got some strong desire to achieve and grow. They himself motivates towards high achievement. Most of the people dreams of success and do not take any action towards achieving these dreams. For entrepreneur once goal is achieve he will not stop. He always have further desire wish to grow and try to expand his business and increase his profit.

Low need for status and power:-

* Best leader is one who gives credit to his followers for success but he takes a blame for failure. Neither he is power hunger nor demand for any status but he commands it by its activity. He gets status and power in the society by his deeds.

**SKILLS REQUIRED FOR ENTREPRENUERSHIP / ENTREPRENEUR:**

Conceptual skill:

* An idea of starting something new/ improving an existing one. It is the ability to utilize the existing knowledge. It is the purposeful risk taking for creating new conditions. These skills are interdisciplinary in which various functions of system depend on other systems as well as the way changes in any other part affect all the others. The entrepreneur should have full knowledge about the business which he is going to start because he is the person who is responsible to set up business.

Technical skill:

* Refers to proficient use of methods, processes, procedure and techniques for production. It also includes using various plant and machinery and modern technology to minimize the cost of production. It is an art of converting natural resources into goods and services which are more beneficial to the society in general and to the customer in particular this skill bring extreme change. It involves selection and design, colours, shape, model, size, layout, investment, pattern etc. He should have minimum skill and operating machine, repay service, maintance.

Human relation skill:

* Refer to dealing with the people or the workers who are instrumental in converting dream of entrepreneur in to entrepreneurship. An entrepreneur must maintain good relationship employees, public, customer, etc. for which he should have emotional stability, patience and positive attitude. All other inputs are subjected to mathematical calculation where as the workers requires/ expects motivation and good relation with entrepreneur because they are human beings. Skill is needed at the time of equipment, selection, training, promotion transfer, salvage and wages. Now days dealing with union really require special skill. Healthy relation is needed between both the parties. There should be a proper atmosphere for self motivation. The value and dignity of workers should be respected for better output.

Communication skill:

* It is the exchange of message or information either verbal or written may be to a single person or a group of people from entrepreneur to the internal and external society. Communication may be through speech, special expression, body language, positive stroke, confidence, attentiveness, praise for other etc. An entrepreneur is likely to succeed if he can communicate effectively with his employees, creditors, suppliers and customers. The entrepreneur must possess a good communication skill to become successful entrepreneur.

Diagnostic skill

* Refer to investigation or detection in order to know merits and demerits of a particular activity. It requires to take care of various steps before coming to any confusion. Making use of various equipments for better results taking more than one opinion of the people, consulting expert, and going personally for personal verification of the facts and figures brings good results in diagnosing business activities.

Decision making:

* It refers to what, where, when, how much and what price and whom to sell or reduce. Right decision at a right time is required. Time and situation will not wait for anybody. He has to enter a particular speed which suits him as the best from the point of prospects and profit. You should have a flexible mind to make use of situation while making any decisions. Decision making includes both managerial as well as organisational decision. A good decision makes likely to become good entrepreneur.

Managerial skill:

* It refers to man workers who work to extract production at a minimum cost with highest quality. Entrepreneur formulates production client make arrangement for finance infrastructure deals with suppliers, appointment with workers, calculation of cost of production, fixation of selling price, supervising, advertising, adopting marketing skill and returning the money to the investor. He plays a double role that is of owner and servant.

Project development skill:

* Refers to speculative imagination or a proposal for an undertaking. Innovation and vision forms an integral aspect of a project. It is a scientifically revolved work to achieve specific objective and specific period of time. It includes consideration of various alternative identification of key board participation compactness and enforceability. Thus it is an economic activity involves investment. He has o develop project with the help of conception of ideas. Analysation of related aspect formation of project and designing feasibility analysis, techno economic network, input financial cost benefit. Pre investment analysis which is useful to finance or investor.

Marketing skill:

* Marketing is a back bone of organisation which generates profit. The finished product is meant for sale not for stock purpose. Marketing means increase in a quantity of sale from time to time by adopting various methods. The ultimate aim of market is customer satisfaction. It is based on number of factors like nature of product, price, utility, demand, competition, promotion methods etc. as an entrepreneur he must posses the technique of selling goods in the market. In case marketing department fails to make adequate sale it is the responsibility of an entrepreneur to make necessary sale through the development of his own skill.

**FUNCTIONS OF ENTREPRENUER:**

Innovation:

* It implies dynamic change brought by entrepreneur by combinations of production or either doing something new or improving existing one in a new way. It can be completely independent of market research or new out of existing materials and components. Innovation requires successful marketing. It includes introduction of new product, creation of new markets, production methods, monopoly or breaking of monopoly, latest plant and machinery, new labour saving device, advertisement, packing of product, new source of raw material.

Planning the project:

* Projects neither come out of nothing nor would they fall from the sky. It means projects are to be planned. It is very important in project preparation. Planning includes location market, plant and machinery, layout of plant and machinery, management, political and social environment etc. it is a link between where we are and to where want to be.

Organizing:

* It refers to bringing together or assembling of the things which are scattered at different places. Entrepreneur co-ordinates and supervises various factors of production. During promotion stage and at performance stage. For the purpose of optimum utilization of resources, expansion and growth depends upon the way things are organized.

Risk taking and uncertainty bearing:

* In a business organization only entrepreneur can take the risk i.e. uncertainty. He is not interested in any activities or work which anybody can do easily at the same time he cannot go for 100% risk with a detail analysation. He is very care full while selecting his goal.

Procrupment and mobilization of resources:

* Nothing but getting the information about the availability of factor of production and the ways of getting them. He has to answer when, what, how much, at what price and from whom resources to be obtain and to make necessary management for the same. Cost contracts, qualities check, time, legal procedure etc are involved. His function is like organisaton of production for economical activities and creates utility for various import thus creation of wealth.

Perception of market opportunity:

* Means to see or look from a distance for something. It involves a mental analysis. Opportunity arises due to need of the people. In this case market survey places an important role. When people are not happy with available service then they search for better services. Some of them may take it as an opportunity thus entrepreneur will come out e.g. education loan for higher education. Some of the opportunities of market are like rise in population, income, favourable monsoon.

Financial management:

* Money is a medium exchange and substitutes for the real resource, all the factor of production are controlled by money power. Financial management involves money management, record keeping, controlling and giving advice. Money management like identifying need of finance, raising it, working capital management and investment decision. Record keeping with the help of financial accounting and cost accounting. Control function means ratio analysis, cash flow statement, fund flow statement. Advisory function like return of capital and retaining the profit i.e. ploughing back profit.

Upgrading process and product quality:

* Quality refers to utility of product for use. The needs of customer and their satisfaction are measured by quality product. It creates a brand loyalty. Product quality consists of design, reliability, durability, specification market and service etc. Qualities characteristic may be right price, right rate, right colour, shape and size, etc.

Marketing of products and responding to the competition:

* The entrepreneur has to face a stiff competition in the market while selling goods in the open market. It is the job of the entrepreneur to tackle such problem by one or the other way through study of market. The entrepreneur can choose some techniques to overcome such competition to become a successful entrepreneur.

Dealing with public beauracracy:

* As an entrepreneur it is this work to deal with beauracrats for the purpose of obtaining license, paying tax, getting grants and concession etc. The entrepreneur has to deal with the beauracracy right from the beginning of the business to the end.

Fulling social obligation:

* Social obligation of an entrepreneur is related to the customer, society, shareholders, creditors, suppliers, etc. which he has to tackle and fulfill to gain mileage in the business. He has to satisfy each and everyone according to their needs and expectations. He has to take care of society at large to become a successful entrepreneur. He has to make dues properly in time to the creditors and payments to the suppliers.

**ENTREPRENEUR V/S INTRAPRENEUR:**

Meaning:

* Entrepreneur is one who searches for ideas, respond to it, and exploits it as an opportunity whereas Intrapreneur is a new breed of entrepreneurs coming forward in the large industrial organization with the confines (boundary) of an existing enterprise.

Motivation:

* Entrepreneur get himself motivated to do the business whereas intrapreneur is being motivated by the entrepreneur whenever some idea strikes to his mind.

Status:

* Entrepreneur is the owner of the enterprise whereas intrapreneur are not fully owner of the business since it is promoted by someone else.

Rewards:

* The reward of the entrepreneur is the final profit of the enterprise but the intrapreneurs are being rewarded by the promoters.

Innovation:

* Entrepreneur is the innovator of the idea whereas intrapreneur is the executor of the idea in intrapreneurship.

Qualities and qualification:

* An entrepreneur needs to posses qualities and qualification like achievement motive, risk taking, personality etc. whereas intrapreneur are high qualified professionals who were working under entrepreurs as guiders and officers.

Dependency:

* An entrepreneur is an independent businessman. Whereas intrapreneur is semi-dependent on the promoters/ owners of the corporation.

Rising of capital:

* An entrepreneur himself raises the necessary capital from various sources and guarantees the return to investors/ creditors. Whereas an intrapreneur neither raises the capital nor guarantees any returns to the suppliers of capital.

Risk bearing:

* An entrepreneur bears full risk of his business. Whereas an intrapreneur does not fully bear the risk of the business he develops and operates.

Operation:

An entrepreneur operates from outside the organization. Whereas an intrapreneur is an organization man operating from within organization.