

ENTREPRENEURSHIP MINDSET OR SKILLSET?

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Dedicated

To Mumma and Popsy,

*for being the best parents in the world and
always being there for me.*

To my Nanu, for being the best man in the world.

To my brother, Ilin, for always looking out for me.

*To my best friend, Kartika Jain, for never giving
up on me and being my comfort person.*

*Without them, I would not know the definition
of home.*

PREFACE

An entrepreneurial mindset is a set of skills that enable people to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of settings. The skillset of an entrepreneur should include leadership, business management, time management, creative problem-solving, and always open to learning. The study of entrepreneurship has seen many transformations over the years, and it has grown as an essential part of business environment study. Many new fields of entrepreneurship emerge every few years and research on these “types” is always ongoing.

This book tries to give a broad look on the established and popular types of entrepreneurships as well as other dimensions which makes up the core concepts of entrepreneurship. Women and Rural entrepreneurships as well as still growing dimensions like Social and Tourism entrepreneurships are discussed in order to understand their development and significance. Other related topics are also discussed with the aim of bringing together information that should act as a complete introduction to the field of entrepreneurship for the readers.

This book could not have been possible without the numerous works from researchers, authors, publishers who made their valuable contributions. Many sources were investigated, analyzed, compiled in order to complete this book, and as with any other book on this subject, none can be perfect and complete but can only further the curiosity of the reader.

Ishti Agrawal

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1

INTRODUCTION

People generally associate entrepreneurship with the act of controlling and managing a business. And although there are no universally accepted definitions for entrepreneurship, we can agree that it is much more than a one-dimensional job. We can argue what all roles a person who is an entrepreneur must play but creation of a business for gain is the core of entrepreneurship.

The term entrepreneur and its adjective form entrepreneurship comes from a thirteenth-century French verb *entreprendre*, which is defined as – “to do something” or “to undertake. By the mid sixteenth century the word found its way to the United Kingdom, where Irish French economist Richard Cantillon first used it in its noun form – *entrepreneur*, to define the action of bearing personal financial risk for a business as being an important characteristic of being an entrepreneur. Hundred years later the word was in frequent use and being popularized by economists like Jean-Baptise Say and John Stuart Mill. It wasn't until the twentieth century when economist Joseph Schumpeter gave the word the meaning its still

closely attached with. He gave contour to the meaning and refined entrepreneur as an innovator who by his actions brings changes in an economy by adding new goods or new methods of production.

The 2016 Business Dictionary defines entrepreneurship as – “the process of designing, launching, and running a new business, which is often similar to small business, or as the “capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit.” While Lichtenstein (2011) states that entrepreneurship involves such a range of activities and levels of analysis that no single definition is definitive. Before we dwell deep into the concept of entrepreneurship, its history, its evolution, and its types let us first bring clarity to who can be considered as an entrepreneur.

Entrepreneur (Noun)

[ahn-truh-pruh-nur]

The Oxford dictionary describes an entrepreneur as – “a person who sets up a business or businesses, taking on financial risks in the hope of profit.” John G. Burch (1986) describes it as – “The entrepreneur is the one who undertakes a venture, organizes it, raises capital to finance it, and assumes all or a major portion of the risk.” There are many definitions given by scholars over hundreds of years but in the twenty-first century an entrepreneur can be best described as a person who finds or creates an opportunity, develops a business to exploit it for monetary gain, while assuming financial risk. His roles are many, but most essentially –

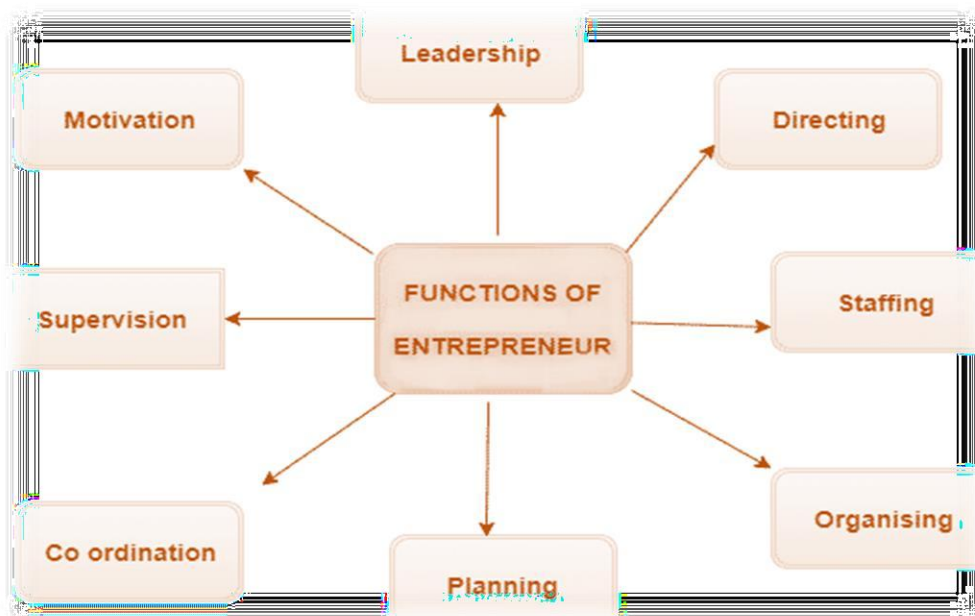
- Starting and leading business activities
- Creation and distribution of wealth
- Assuming and reducing business risks
- Creating employment opportunities
- Anticipating business fluctuations

- Assigning jobs and duties to employees

Though closely interlinked, entrepreneurship and an entrepreneur are different concepts. Entrepreneurship is a process – of finding market opportunities and then planning and acquiring resources to best translate these opportunities to successful business ventures to achieve long term gains. It is the process that a single or group of entrepreneurs do. While an entrepreneur is an individual who, through personal inventiveness, takes risks to create a business that can fulfil the needs of a clearly distinct market. And, although both concepts are coupled with the aim to gain monetary perches in the market, they also fulfil self-esteem needs for individuals who can have the satisfaction of knowing that they brought change for the better.

“Entrepreneurship is about turning what excites you in life into capital so that you domore of it and move forward with it” – Richard Branson

Functions and Roles of Entrepreneurs



Entrepreneurs are vital factors for the economic development of a country, through their functions they create capital, employment, raise the standard of

living et cetera. Entrepreneurs undertake multifaceted roles in order to bring about the establishment of a business enterprise or to guide an existing one to success.

These roles and functions are –

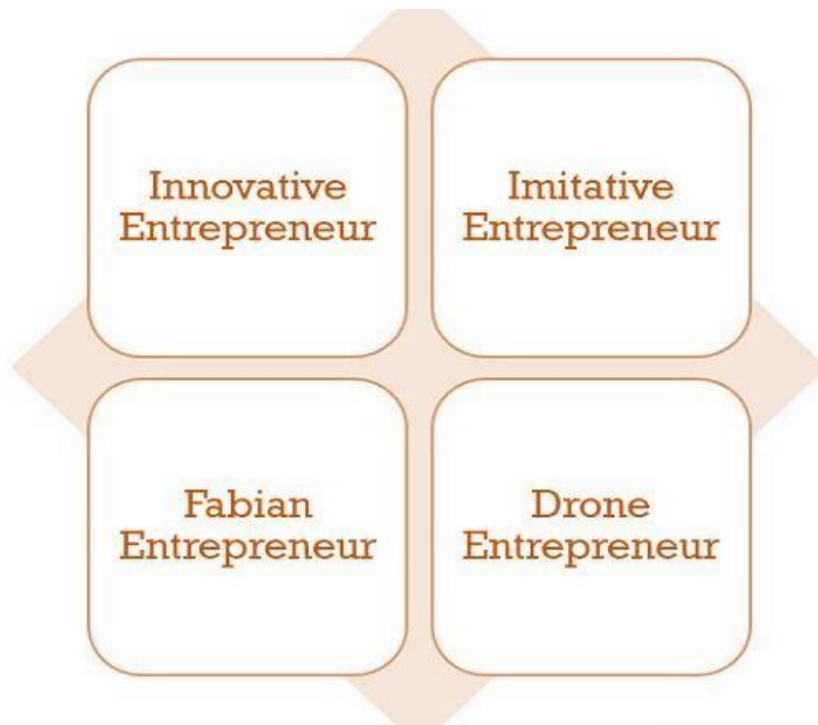
- **Initiative** – Entrepreneurs take action when others don't, they have qualities which normal people do not and therefore can't start businesses like an entrepreneur. Entrepreneurs are like discoverers.
- **Identification of prospects** – An entrepreneur is tasked with the responsibility of finding activities that have economic value and can contribute to the society. He is a searcher who finds opportunities where other can't.
- **Risk taking** – An entrepreneur is expected to not only assume risk but also measure it. Risk taking and assessment for a new business venture as well as personal and professional fronts for realizing a profitable business is expected from an entrepreneur.
- **Strategizing** – Entrepreneurs are tasked with the responsibility of long-term planning. They have to analyse the competition, the market and develop strategies to and ways in order for the business venture to be successful.
- **Getting the resources** – Entrepreneurs are responsible to arrange and acquire all resources that are needed for the business venture. Capital, assets, employees, location for operations etc. all these elements are the responsibility of the entrepreneur. These resources should also match the requirements and budgetary restraints.
- **Develop a model** – An entrepreneur is like a leader of the company, and it is their responsibility to develop a road map for the business like a business plan. This is important for recruiting new employees as well as to attract new investors to the company and therefore needs to be comprehensive and convincing.

- **Growth** – Entrepreneurial job is not only limited to the establishment of the business but it's also an entrepreneur's responsibility to develop and grow the business so it can survive and expand.
- **Staffing** - Making selections for the jobs generated by the planning strategy is a part of the function. It is focused on an organization's human resources. It entails human resources, manpower planning, hiring, vetting, and placing of personnel, as well as human resource development, promotion, transfer, appraisal, and employee compensation assessment.
- **Leader** – Leadership skills are the most important qualities in an entrepreneur. He is required to lead the business, direct the employees and delegate his powers in order to create an organizational structure that works with coordination, especially when it starts to grow.
- **Supervision and management** – Entrepreneurs also have to perform the role of a supervisor, to ensure that people are working towards the common goal and that there are no issues in the hierarchical structure in the company. They are also the control mechanism of the company and responsible to keep the firm healthy.
- **Motivation** - It is a psychological strategy used to instill in subordinates a desire to carry out specific tasks or behave in a particular way. The fact that a worker's performance is based on both their talent and motivation makes it clear how important motivation is. A good motivational system should take into account the psychological, social, safety, ego, and financial needs of the employee and be efficient, aggressive, and flexible.

Support System for Entrepreneurs

The would-be entrepreneur's perspective of what their friends' and family's opinions are about entrepreneurship is very important as their support is like a backbone. In addition, how the family, those who support them, and society view failure is a very significant influence influencing young minds and forming their

opinions. Family support is crucial since, in most situations, young people need to borrow money from family and friends to get started. The family's perspective on schooling and other professions such as engineering, medicine, etc. is also likely to have a significant influence on the young person's outlook on entrepreneurship. Families are more likely to be willing to take out loans to pay for their children's professional education than to invest in a new firm where there is danger.



Types of Entrepreneurs

There are various kinds of entrepreneurs. Some people might choose to take the risk on their own or in groups. Every economic system, every type of economic activity, as well as other social and cultural endeavours all incorporate them. They are observed by a wide variety of people, including farmers, workers, fishermen, tribes, craftsmen, artists, importers, exporters, financiers, professionals, policymakers, and administrators. C. Danhof has mainly categorized entrepreneurs into four groups based on the aforementioned characteristics –

- **Innovative Entrepreneurs**

Entrepreneurs are proactive and look for novel ways to launch businesses in the early stages of economic growth. Therefore, innovative business owners are those who launch new goods, new processes for manufacturing them, find new markets or services, or reinvent their companies. Innovative businesspeople are responsible for creating contemporary capitalism. They are typically seen in industrialised nations. They have an aggressive temperament and are shrewd in how they develop appealing alternatives.

- **Imitative Entrepreneurs**

The second category of entrepreneurs is what are known as imitative entrepreneurs. Typically, they imitate or embrace useful inventions created by creative entrepreneurs. They are more adaptable and dynamic. Instead of being producers, they are organisers of producing factors. Entrepreneurs who copy others are also innovative and significant. They aid in the growth of economies that are still in their infancy.

- **Fabian Entrepreneurs**

The Fabian Entrepreneurs are the third type. Such businesspeople are incredibly timid and lethargic. They exercise great caution. They don't take chances or venture out. They take a hard and fundamentalist stance. They are typically second-generation company owners running a family operation. They follow in the founders' footsteps. They only copy when they are certain that failing to do so would cost them their respective positions in the company.

- **Drone Entrepreneurs**

The fourth category includes drone entrepreneurs, who decline to take advantage of or imitate opportunities that present themselves. They take a traditional approach. Even if they incur losses, they are not willing to alter their current production processes. They may be referred to as laggards since they struggle with change.

Entrepreneurs can also be divided on the basis of their type and nature of business. These are:

- **Corporate Entrepreneur**

Corporate entrepreneurs are people who can effectively and efficiently plan, manage, and govern a corporate initiative thanks to their creative ideas and skills.

They are typically promoters of businesses, corporations, or other enterprises involved in trade, business, or industry.

- **Trading Entrepreneur**

Trading entrepreneurs are those who engage in trading, whether domestically or internationally. In order to increase demand for his goods, they must determine the prospective market for it. To advance their commercial interests, they may demonstrate many innovations of others.

- **Agricultural Entrepreneur**

Those who engage in agricultural and related operations are considered agricultural entrepreneurs. They use contemporary methods, machinery, and irrigation to raise and market crops, fertilisers, and other agricultural supplies.

- **Industrial Entrepreneur**

Industrial entrepreneurs mostly produce goods and provide services that are in high demand in the market. They are able to use technology and economic resources to create profitable ventures.

- **Business Entrepreneur**

Entrepreneurs in business are people who develop an idea for a new good or service and then start a company to make that idea a reality. Due to the fact that the majority of entrepreneurs work for small manufacturing and trading companies, they fall under this group.

- **Professional Entrepreneurs**

Creating businesses with the intention of selling them after they are established is what professional entrepreneurs do for a living. By selling the active business, they are constantly striving to create new businesses. They have no interest in running the operations of the company they founded. They have a lot of dynamism.

- **Cyber Entrepreneurs**

Cyber entrepreneurs are those entrepreneurs who use information technology's strengths to conduct business. They provide innovative techniques for delivering goods and services to customers online. These people are aware of the digital world and avoid the inconvenience of visiting a physical store. Such entrepreneurship occurs exclusively online and is described as a virtual business.

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2

CONCEPT OF ENTREPRENEURSHIP

Entrepreneurship is studied within many disciplines, like management, economics, sociology et cetera, all disciplines have different views on this concept. Some disciplines do not see entrepreneurship as just a part of an entrepreneur while others focus on the entrepreneurial process, and they recognise its interplay with entrepreneurs. For example, economists look at entrepreneurship as the action of bringing together the factors of production like land, labour and capital and assuming the risk of purchasing at certain prices and selling at uncertain ones. The sociologist approach views it as the ability to identify and take action on possible market opportunities to provide social services.

Cole has defined entrepreneurship as the intentional activity, performed by an entrepreneur or a group of associated entrepreneurs to distribute economic

goods and services in order to initiate and maintain financial gains. Jean-Baptiste sees it as the function of “coordination, organization and supervision” which is performed by an entrepreneur.

When it comes down to the core, entrepreneurship is the dynamic process which is responsible for the creation of incremental wealth, wealth which is created by individuals who assume the risks, not only in terms of capital but also of time and commitment for providing value to a product or service that they introduce to a market.

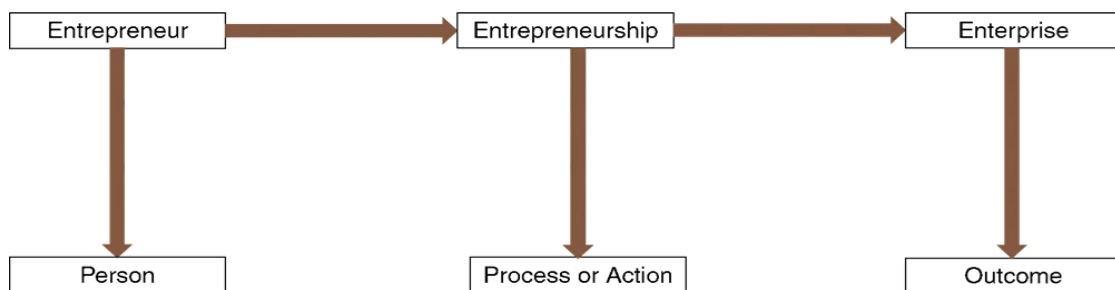
The modern concept of entrepreneurship is however very wide and cannot be restrained to only single aspects like risk-bearing, innovation, decision making or promotion and B. Higgins has combined all elements to explain entrepreneurship as - “the function of seeking investment and production opportunity, organising an enterprise to undertake a new production process, raising capital, hiring labour, arranging the supply of raw materials, finding site, introducing a new technique or commodity, discovering new sources of raw materials and selecting top managers for day to day operations of the enterprise”.

Entrepreneurship has developed over hundreds of years and this discipline has a knowledge base theory. It is the result of the complex legal, socio-economic, psychological, technological and other factors. It is a risky process which involves the amalgamation of technology, capital and human skill. The process of entrepreneurship is essential, whether the business is small or big, economic, or uneconomic. It is a continuous process, not just isolated acts performed by a person. If we take out entrepreneurship as a process out of economic businesses, it can be applied to any type of situation, whether in science and technology, education, or any public welfare movement. Entrepreneurship is a creative process whereby one creates something of value out of nothing, where one senses opportunity between the chaos.

Ultimately, entrepreneurship is a dynamic activity or process which

includes the essential elements of change, creation and a vision for it and it requires dedication and commitment to the creative activity of innovation. Its ingredients are simple: a readiness to take planned risks in terms of time and equity; creative and leadership skills to manage resources; business planning; creating a qualified team; creating solutions to problems; and a vision to see an opening to exploit an opportunity in order to gain financial and non-financial rewards.

2.1 What is Enterprise? - A person who launches a business is an entrepreneur. Entrepreneurship refers to the act of creating. Entrepreneurship is an act, and the entrepreneur is the performer. The enterprise is the result of the actor and the act. An enterprise is a newly established commercial entity that produces goods and services, supports employment, boosts national income, exports, and promotes general economic growth.



Source: saleswork.asia

Nature of Entrepreneurship

- **Dynamic process** – Entrepreneurship is a dynamic function, and entrepreneurs succeed in the changing environment which brings business opportunities.
- **Risk-taking** – At the core of entrepreneurship is the act of taking risks, assuming a future uncertainty all in the pursuit of gain even when there is possibility of losses.
- **Economic function** – Entrepreneurship is concerned with the introduction and distribution of services and goods, all revolving around the economic activity of founding a business operation.

- **Organizing** – An entrepreneur through the process of entrepreneurship brings together a multitude of different resources and ensures coordination between them, therefore building an organization.
- **Innovation** – Constantly reinventing old ways and inventing new products and services is essential to the process of entrepreneurship.
- **Serving the people** – Wants of the people and availability of the products are elements which through entrepreneurship are matched together. Entrepreneurship closes the gap between needs and available resources,
- **Goal oriented** – Entrepreneurship is a purposeful activity; the entrepreneur undertakes it in order to either gain profits or customer satisfaction or any predefined target the business strives to achieve.

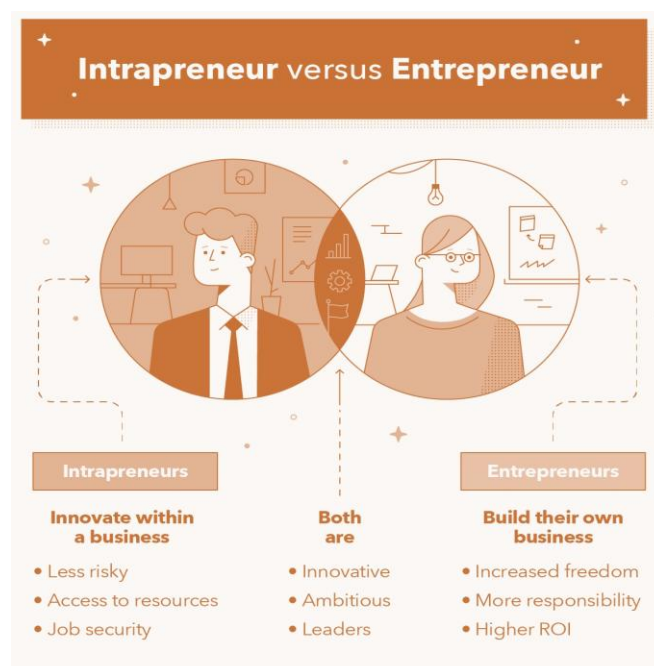
Modern Dimensions of Entrepreneurship

1. **International Entrepreneurship** – It is like normal entrepreneurship but instead of the entrepreneur seeking business opportunities in their home country, they seek it in foreign countries. McDougall and Oviatt explain it as – “International entrepreneurship is a combination of innovative, proactive, and risk-seeking behavior that crosses national borders and is intended to create value in organizations.” This type of entrepreneurship generally includes export of goods, licensing of goods and setting up sales offices in foreign countries. For example, Amazon, Apple, Google, Microsoft are businesses that run in many countries in the world.
2. **Cultural Entrepreneurship** – Cultural entrepreneurship is also sometimes called art entrepreneurship because it includes a sphere of arts and cultural activities and their connection with the business sector. Cultural entrepreneurship is concerned with the social aspect and the business performing cultural entrepreneurship have the goal of addressing socio-cultural problems by shifting belief systems and attitudes.
3. **Intrapreneurship** – When a person acts as an entrepreneur in an already

existing business, either to create a new section or department or when a person acts as an entrepreneur to innovate a product or service in the already established business. Intrapreneurship is just like entrepreneurship except the company bears the risks. Any employee, if empowered, could be an intrapreneur.

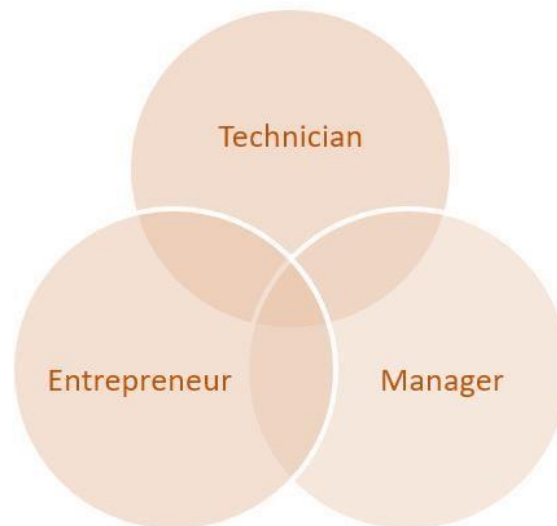
Alternatively known as corporate entrepreneurship. Gifford Pinchot, a management consultant, coined the term "intrapreneur" in the 1980s. Businesses who are in desperate need of fresh, creative ideas hire these entrepreneurs. An intrapreneur is a person with an entrepreneurial spirit who choose to combine their skills with those of a huge organization rather than starting their own.

People that enjoy creating new things, innovating, and wanting to be at the forefront of change will be sought after by smart organizations. These people are capable of working independently, but more importantly, they can function flawlessly as members of a cohesive team structure. They can also successfully adopt and embody the culture of the entrepreneur's host organization.



Source: Intuit Mint Life Blog - What Is Intrapreneurship? 4 Ways it can Supercharge Your Career

4. **Technopreneurship** – Technopreneurship is entrepreneurship in the technological field. It is made up of two words – technology and entrepreneurship and it includes tech-savvy and creative people who can take planned risks. It is usually a group activity where everyone has different specialisations unlike entrepreneurship which is generally a one- or two-person action.



Copyright ©2022 What is Entrepreneurship

5. **Netpreneurship** – With the advent of internet and other tools of communication, businesses can remain just on the internet or have only a virtual presence without any physical office to work. Electronic commerce of all types can be said to be netpreneurship.
6. **Ecopreneurship** – As the term suggests, ecopreneurship is concerned with the environment. Businesses in ecopreneurship aim for sustainable practices or they are ones creating solutions for environmental problems.

Need for Entrepreneurship

Every nation has a need for economic development. Private business owners contribute significantly to economic growth in capitalism and developed nations. In socialist nations, the state (the government) acts as the

businessperson. Private business is discouraged in developing nations due to the high level of risk involved. Economic progress necessitates the participation of the government.

Economic boom is influenced by the pace of economic innovation, which in turn depends on the quantity and calibre of entrepreneurs in a particular nation. Thus, the entrepreneur is a facilitator of advancement.

The needs for entrepreneurship can further be parsed in heads under:

- Creativity and innovation - Entrepreneurship gives the business fresh perspectives, inspiration, and vision. As he searches for novel technologies, goods, and markets, an entrepreneur performs the role of an inventor. He makes resources more productive collectively. The centre of the entire process of economic development is the entrepreneur. He develops and implements business concepts to advance the economic growth process.
- Employment generation - The greatest impact for employment is through entrepreneurship and related activities. In the nation, a large number of people work in entrepreneurship-related fields. The expansion of these activities creates an increasing number of job opportunities.
- Proponent of evolution - An organization functions in a dynamic environment. In such a dynamic environment, the entrepreneur shapes the business. The latter affects both the enterprise and the environment itself to ensure the enterprise's success. The growth of entrepreneurship is required to handle the challenge of automation and the complexity of new technology.
- Social Progress - Entrepreneurship is advantageous for society as well as for the corporate organizations. By offering high-quality goods and services at the most affordable prices, it increases the level of living. Additionally, it encourages peace and prosperity in society and makes the best use possible of limited resources.

- Increased revenue - Businesses can raise profits by either raising sales or cutting expenses. An organization has little control over how to enhance sales revenue. Entrepreneurship helps create prospects for future growth and development while lowering costs and increasing revenues.
- Development of a country - No nation can advance without the growth of entrepreneurship. Every nation strives to advance its commerce in order to join in the advantages of economic growth. Therefore, entrepreneurship serves as the benchmark to assess a nation's level of development.

Difference between Entrepreneur and Manager

Entrepreneur and Manager are terms which can be used in business terms to describe similar roles but there are start difference between them, while entrepreneurs are innovators and creators who can turn and idea into a business, managers are simply employees who work under the entrepreneur's directions and perform roles and duties only to the extent they are assigned to them. However, there are many more bases of differentiation between them stated in Figure 1.

Aspects	Entrepreneurs	Managers
Position	Owner	Employee
Role	Executing ideas & Setting up a business	Administrating controlling, operating a business
Functions	Accumulates land, labor, tools, machinery, technology for organization	Utilize available resources, implement strategies, ensures proper functioning of organization
Rewards	Profit	Salary
Risk	Has to take financial risk	Does not take risk
Vision & Mind-set	Make profits and serve society	Self development & growth
Approach	Inventor, innovator	Executor, planner

Figure 1: Difference between Entrepreneurs and Managers

Source: Samir Pandya, professor GASCA

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3

FEMALE ENTREPRENEURSHIP

Female entrepreneurs are women who assume the roles of an entrepreneur of organizing and managing a business, bearing risk both personal and professional in order to exploit an opportunity to earn capital gains. Female or women entrepreneurship has seen a rapid rise in the last 2-3 decades with the modernization of societies. More women entrepreneurs are starting business every year in order to get financial independence and more agency.

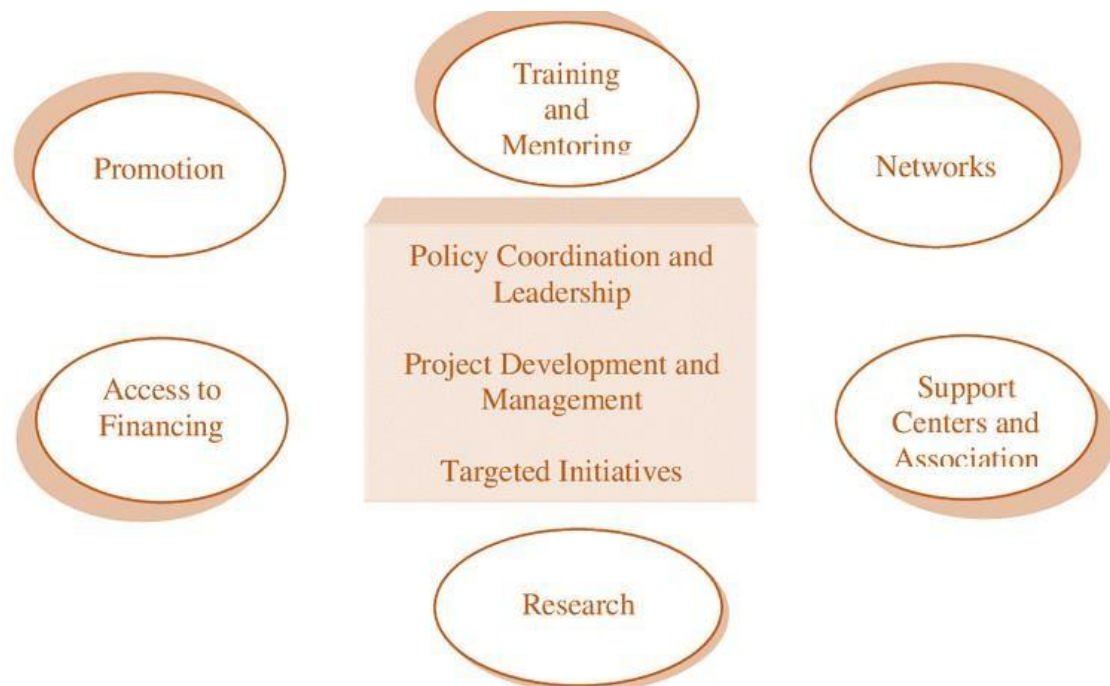
Schumpeter defines women entrepreneurs as “those women who innovate, initiate or adopt a business activity”. Harbinson described it as “any women or group of women which innovates, initiates or adopts an economic

activity may be called women entrepreneurship". Ruhani J. Alice has defined it as being based on women participation and employment of a business enterprise."

Women entrepreneurs own nearly one-third of all enterprises worldwide and they are very essential for the economic development of a country. Women entrepreneurship often grows from small businesses and populates all the economic sectors while creating important employment opportunities. Women entrepreneurship is not any different from normal entrepreneurship but reports like those from the Global Entrepreneurship Monitor show clearly that women entrepreneurship face more problems and have many different characteristics compared to men. Women entrepreneurs face all the regular challenges of capital and market that men face but they are subjected to more factors, factors which men do not face regularly. And this warrants to be discussed separately, hence the term women entrepreneurship.

Women entrepreneurship warrants separate and specific policies in order to get equity and equal treatment in the business world. Women entrepreneurs face gender-based obstacles at the time of initiating their business, obstacles such as workplace discrimination, cultural restraints, matrimonial laws etc. These issues limit their capabilities and diminish their voice and representation.

The biggest problem comes from the finance and banking sectors, because due to above mentioned factors, women entrepreneurs start from a less favourable position compared to their counterparts and are often denied access to loans and credit required for the business. In some cases, women also face gender based legal and regulatory obstacles. These economic and institutional factors along with socio-cultural problems put women entrepreneurs at a disadvantaged position right from the start.



Source: Sicat, Marie & Me, Angela. (2004)

Development

The world we live in today is dynamic and evolving much more quickly. Everybody has experienced changes. in their professions and vocations, among other areas of human activity. With liberalization, the rate of change was accelerated much more. Transformation has clear and obvious results. It has helped a variety of classes of entrepreneurs, including women whose entry was previously negligible and challenging, this is advantageous for long-term economic growth and social advancement. Social change has resulted in the proliferation of higher education, gender-neutral laws, raising awareness, urbanisation, family support, etc. and all these have helped a great deal in the rise of female businesses. For a variety of reasons, women's access to the business world used to be largely restricted. The situation has now fully changed. Women's entrepreneurship has undergone significant change, and they are now more prominent and successful across all sectors of the economy.

Women are thriving in many fields and pursuing more professional education courses nowadays to keep up with market demands. Fashion designing & interior design, exporting, publishing, clothing manufacturing, beauty salons, basket weaving, consulting, content writing, event planning, resume writing, etc. are important among them. For these reasons, the governments, NGOs, academics, and international organizations have also begun expressing interest in the concerns associated with female entrepreneurship.

Education, social changes, modernization, government aid, financial aid, and marketing support have enabled women entrepreneurs to have management aptitude, organizational skills, talent, risk-taking, and ability to deal with economic risks. They have learned how to raise money, find labor, equipment, and materials, among other things. In short, they have learned how to run, maintain, and manage businesses successfully.

Functions

A woman entrepreneur must carry out all tasks necessary for starting a business in her capacity as an entrepreneur. These tasks include concept generating and idea screening, setting goals, project preparation, product analysis, figuring out how to organize a business, finishing up promotional formalities, raising money, getting people, equipment, and materials, and running the firm.

Professor Frederick Harris Harbison has defined five important functions that women entrepreneur perform –

- Investigating the potential for launching a new business.
- Innovation and their introduction to the markets
- Taking risks and managing the economic uncertainties that comes with a running business.
- Supervision and leadership.
- Coordination, administration, and control.

These functions however can be assimilated to basic functions which any entrepreneur has to perform in order to start and grow a business. However, in many instances, women entrepreneurs have to perform more roles than those of their counterparts, women entrepreneurs due to the patriarchal nature of our societies are expected in many cases to be the primary caregivers and therefore have to perform roles such as that included in Figure 2.

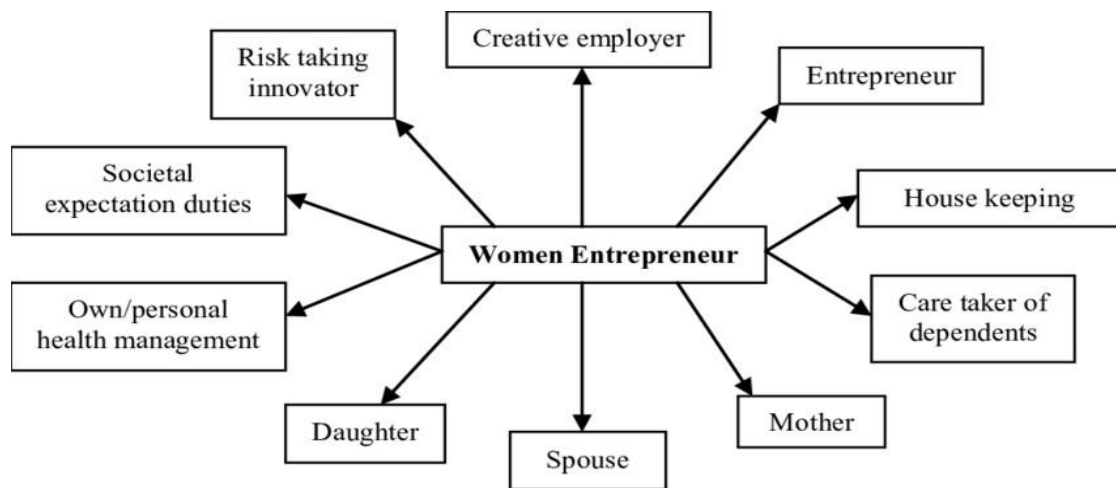


Figure 2

Source: Rincy Mathew, An exploratory study on the work-life balance of women entrepreneurs in South India, 2011

Importance

In commerce, trade, and industry today, women entrepreneurs are more essential. Their foray into business is quite new. Women have previously demonstrated their critical significance in fields like politics, administration, engineering, medicine, technology, social work, and education. This is true in developed nations, and recently, they have begun working in these disciplines in developing nations too.

With modernization and liberalization, more women are getting higher education at a higher rate than even men in some countries, and this means more numbers of successful female entrepreneurs. In the past 30 years the number of

self-employed women has also increased consistently, an increase of around 33%. Most women entrepreneurs are however still making limited revenue and are small in scale but are already being recognized as essential factors for economic development.

Women who start their own businesses are quickly establishing themselves as formidable competitors in the business world. They do so not just to ensure their survival but also to express their creativity and to demonstrate their abilities. The societal transition is greatly aided by educated women, and in the future, more women will enter fields that have historically been controlled by men.

Obstacles to Women Entrepreneurship



Source: Copyright © 2020 Being Intelligent

1. **Family expectations** - It is expected, especially in countries that have a conservative culture that women will spend more time with their families. Women are many times not urged to travel extensively to take advantage of business prospects.
2. **Inconducive environment** - Males predominate in almost all societies. Many businessmen are not inclined on doing business with female entrepreneurs. Males typically do not support female business owners and are very skeptical of their counterparts when working.
3. **Funding** - Family and friends are less likely to support female business owners. They are hesitant to put money into a venture started by a woman entrepreneur. Banks and other financial institutions do not view Working Class Women Entrepreneurs as suitable candidates for setting up their businesses, and they are reluctant to lend money to unmarried women or girls because they are unsure of who will pay back the loans after marriage. Unmarried women feel emasculated by this and frequently abandon the goal of starting their own businesses.
4. **Information** – Many women business owners are unaware of the grants and incentives that are available to them. They could be unable to take advantage of the specific schemes due to ignorance.
5. **Lack of skills and training** - Higher education is historically not easily available to women, particularly in rural and developing nations. Women are not permitted to expand their technical and research expertise in order to introduce new goods and services.
6. **Stiff competition** - Due to their disadvantaged position women face intense competition from men. Because of their limited mobility, they struggle to compete with men.
7. **Marketing problems** - Production issues are a major deterrent for women who want to start their own businesses. Research data demonstrates that due to production complexity, there is little involvement of female

entrepreneurs in the production. Production in a manufacturing company requires coordinating a variety of tasks. Production issues result from improper coordination and late execution of any task. For female business owners, it could be challenging to plan and manage every aspect of production.

8. **Psychological issues** - Failure and success are mutually exclusive; neither can be attained without the other. The same applies to both men and women, although people are more likely to accept a man's failure in business. People like to ridicule women for making mistakes. It's more like they view the failure of women in business as a triumph because it affirms their beliefs that women cannot be good leaders or efficiently operate organizations. And this worry is harmful, particularly when there is no support. As a result, fear replaces confidence, causing them to fail even when they were expected to succeed.
9. **Lack of family support** - Women entrepreneurs find it challenging to meet the demands of their family and society because running a business requires commitment and time. As a result, they struggle to work as entrepreneurs because they are unable to take care of their household duties or the requirements of their kids, which causes stress in their personal relationships. All of these difficulties make it harder for them to handle the risks and uncertainties that come with running a business unit. Women are forced to give up on the prospect of succeeding in the business sector due to a lack of adequate support, cooperation, and backing from both their own families and the outside world.

Remedies

In order to overcome the above-mentioned problems, women entrepreneurship needs attention and assistance from all sectors. Some possible remedial measures for women entrepreneurship are:

1. **Family Support** - Support from the family is needed most of all. If a woman is married, her husband must provide complete support during the beginning stages of her enterprise, and her family and friends must also support her and understand her needs, etc.
2. **Networking and experience** - Prior professional expertise is crucial for starting any venture. If someone wanted to start a business that they had previously operated, they could do it with confidence because their prior experience would have provided them with all the necessary ideas and solutions. Networking is also crucial because it allows us to address various challenges. Success starts with a strong network. With prior expertise, a network can be created, and social engagement also increases networking chances.
3. **Planning and guidance** - Most business owners agree that without sufficient planning and preparation, launching a firm is no longer profitable and that obstacles must be overcome throughout the entire process. Therefore, having a good prior strategy is crucial. These plans should also be reviewed with a few knowledgeable individuals, and they should solicit their advice both before and after beginning the company process. This will lessen the difficulties that women face during the entrepreneurship stage.
4. **Arranging capital** - For any entrepreneur, raising the initial money for a business is incredibly challenging, but for women it is twice as difficult as for men. Banks always inquire about security while dealing with women, and are many times never entertained for a loan or beginning capital amount by other financial institutions. The majority of female business owners advise acquiring funds before beginning or establishing a business and borrowing only a small amount of money from friends, family, and relatives. It is necessary to conduct market research and launch a firm with the bare minimum of capital. The majority of female business owners use their savings as their primary source of start-up funding and some of them

have to take out personal loans or borrow money from their family members.

5. **Basic knowledge** - In order to launch any business, entrepreneurs should have essential business knowledge and interpersonal skills, such as marketing and sales relationship with customers and management. These abilities are quite significant. Without possessing fundamental information and skills, solving challenges is complicated. Additionally, as an entrepreneur, you should be knowledgeable about your products and services to not be dependent on others.
6. **Qualified manpower** - Initial manpower is crucial since a successful team always achieves success. This is one of the key issues facing all female business owners. They ought to pick team members who are responsible, knowledgeable, and intelligent workers.
7. **External help** – Women entrepreneurs need support from the government and NGOs in both financial and non-financial sectors (like legal and other sectors) in order to put them on the same pedestal as that of men entrepreneurs.

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4

RURAL ENTREPRENEURSHIP

Simply put, rural entrepreneurship refers to the emergence of business in rural areas. Creating industries in rural areas is therefore a form of rural entrepreneurship. This suggests that rural industrialization and entrepreneurship are about the same thing. Rural entrepreneurship refers to the emergence of entrepreneurship in rural areas that uses creativeness to produce low-cost manufactured items, promote exports, and create jobs for thousands of peasants who contribute to economic development. Rural entrepreneurs concentrate on starting a new business that offers novel products, fills an untapped market, or makes use of cutting-edge tech in a rural area. The issues of poverty, migration, economic inequality, unemployment, and lack of development that are specific to rural areas and underdeveloped regions can all be solved by rural

entrepreneurship.

A key stimulus for a nation and its rural areas' economic development can be facilitated by the rural entrepreneur. Rural entrepreneurs are those types of businesspeople who operate by establishing industrial and commercial entities in the rural sector of the economy, the sector which needs wealth creation the most. It focuses on identifying and developing rural entrepreneurs, which encourages the expansion of indigenous businesses.

Need for Rural Entrepreneurship

Rural entrepreneurship is the biggest tool to develop the rural areas and population in a country. And it is necessary because –

1. By giving rural unemployed people employment, rural growth contributes to closing the income gap between rural and urban regions.
2. Because they require a lot of manpower, rural industries provide a remedy for the common issues of rural underemployment and hidden unemployment.
3. Villages can be strengthened via the development of rural industry.
4. By defending and fostering artistic expression and creativity, rural businesses contribute to the preservation of the nation's rich and ancient history.
5. Rural industrialization encourages economic growth in the rural regions. This prevents rural-to-urban movement; and it slows down the cities' disproportionate population growth and minimizes social upheaval, slum expansion, and air pollution.
6. Rural industries are also sustainable and less destructive for the environment.

Types of Rural Entrepreneurs

Rural business owners make up a complex, fluctuating, varied social structure.

1. **Tribal entrepreneurs** - Due to their concentration in tribal settlements, tribal entrepreneurs might be considered a distinct class of entrepreneurs. The tribal group is where they first appeared. However, their entrepreneurial spirit may inspire others to pursue any profession in rural areas.
2. **Artisan Entrepreneurs** - The talented individuals in rural area are represented by these business owners. Such abilities are either passed down through inheritance, as in the case of blacksmithing, carpentry, etc., or through proper training associated with their family.
3. **Farm Entrepreneurs** - These are individuals who rely mostly on farming for their living. Farm entrepreneurs are those who are willing to start a business in their village that will support agriculture despite not having property or other agriculture resources.
4. **Merchants and Traders** - They are the usually small business communities that makes up rural areas' population. They split up the bigger trades in the neighborhood and these people are thought of as a historically opportunistic class who act as middlemen in trade and the pursuit of any career in rural places.
5. **General Entrepreneurs** - These groups typically include people who have not completed high school, educated job seekers, landless peasants, hourly earners, members of the backward castes etc.

Significance

Countries benefit greatly with having a wide rural entrepreneurship industry, especially developing countries that have large rural populations. Some ways in which rural entrepreneurship can positively impact rural areas are:

- Rural entrepreneurship can make a substantial contribution to the encouragement of local growth that is sustainable.
- In quest of employment, the rural people, especially unskilled employees, relocate to urban regions, where they live in abject poverty. Rural business development has the potential to close the disparity between urban and rural locations. Rural entrepreneurship can help build the infrastructure and other utilities in rural communities, as well as create potential jobs.
- Rural business has the ability to preserve and advance the region's indigenous artistic endeavours, including art, craftsmanship, and handicraft.
- Rural business is primarily labor-intensive. It offers the majority of rural residents work opportunities. Rural entrepreneurship may be able to reduce the issue of underemployment and joblessness that plagues these areas.
- Rural enterprise helps lessen societal issues including caste disparities, destitution, and inequality.
- Local rural residents are well acquainted with the local resources accessible in rural locations. Rural entrepreneurship may ensure that businesses utilize their limited resources as effectively and efficiently as possible in order to support the general economic growth of rural regions.
- The young people might pursue entrepreneurship as a career in rural regions. The youth in rural areas might be inspired and attracted to it.
- If products from rural businesses are valued and in demand internationally, they can significantly boost the country's foreign exchange revenues.

- Rural businesses can raise the living standards in rural regions. The rural regions can be improved by expanding opportunities for development and economic success.
- Rural entrepreneurship has the potential to increase employment, production, and earnings in rural areas, which would help to raise and enhance the per capita earnings of rural residents.

How to Develop and Promote Rural Entrepreneurship?

The foundation of a rural industrialization strategy should include efforts to revive traditional rural industries by advancing their technology, dispersal of modern manufacturing activity in rural areas with or without a connection to the established local industries, as well as production of any kind of commodities that would meet the needs of the population of the country and that may or may not be based on regional resources. For rural craftsmen, poor and landless, women, and trained unemployed people, the rural industries would continue to be a full-time source of income or a secondary part-time economic activity. The construction of small industrial facilities combined with the essential services in several large towns and villages spread across the nation could be the greatest way to promote the gradual expansion and modernization of rural industry.

The caste-industry axis appears to be breakable, and non-traditional enterprises have the potential to loosen up the tensions of class inequality in rural areas. While the caste-industry connection has remained more or less comprehensive in the traditional sectors, their entrepreneurs represent a more diverse cross-section of the rural people. In fact, despite the potential improvements they may bring to the financial conditions of artisans and craftsmen, the expansion of rural businesses, which are based mostly on traditional occupations, may easily increase the social difference across caste groups. Even non-traditional activities undoubtedly show social group

concentration, albeit to a lesser level than traditional industries. However, this concentration is primarily driven by class distinction in terms of asset ownership rather than the conventional hierarchy link.

The majority of rural enterprises, however, have a constrained ability to provide workers with even a reasonable wage, and their recent growth trends have been moderate at best. In terms of value created per worker and their dependents, the handloom, carpentry, and blacksmithing industries have showed good promise.

The work is restrained by a low level of productivity, the dominance of traditional technology, a lack of knowledge of new innovations and developments in the production field, insufficient facilities, limited finance, a shortage of marketing expertise, lethargy, ineffectiveness, the lack of skills and entrepreneurial ability, and institutional hiccups. Availability and supply of raw materials, which are pretty much entirely a gift from nature, has already become challenging and is probably going to get worse over time. Consequently, focus on the growth of traditional rural industries that have a positive income elasticity of demand for their goods and are not in imminent danger of going extinct is crucial. These businesses must also have the potential for technological adaptability in order to respond to shifts in demand patterns.

Rural industrialization should be viewed as a dynamic process that increases rural households' income levels and productivity levels. It should be seen as a tool for rural growth. The first concern is how rural industrialization is viewed: as a component of industrial placement or as a plan focused mainly on rural area development.

Long-term rural industrialization strategies would necessitate not just the growth of traditional village businesses but also a programme of progressively introducing a larger portion of urban consumer and other sectors

in rural locations. Without a doubt, there is a need to prioritize the promotion and growth of "dynamic" rural enterprises, but in order to achieve sustainable long-term growth, rural industrialization should be viewed as an essential component of the rural development strategy. It implies strong connections with the major and medium-sized industries found in urban regions.

Additionally, it's critical to lessen the financial and technological divide between rural and urban areas and work for better urban-rural integration in addition to accelerating rural area development. The growth of low-tech, low-productivity sectors in rural regions must also function as a link in the blending of rural and urban areas. Rural industries should utilize technologies that follow the technical trend of the nation's expanding industrial structure in order to reduce the income disparity between the sectors. Rural industries are projected to play a significant role in the nation's industrialization process as a result of the upgrading of relatively sophisticated technology-based businesses in rural regions.

The idea that these industries are subsidiary activities on the part of the households, for which agriculture or some other activity is their main occupation, explains, in part, why they have received less attention than employment creation. As a result, they only serve to reduce underemployment and supplement their income from their major activity. However, this supposition is untrue in reality. The employment in rural enterprises serves as the primary source of earnings at the very least, for many of the families and workers there. The majority of them do not even engage in a secondary occupation. As a result, these industries will have to be viewed as both the sole source of earnings for individuals working in them and the most efficient way to create full employment.



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The requirement for full-time industrial work is projected to rise since, despite its rapid growth, agriculture will only be able to serve a limited portion of the growing rural labour population. It is important to define the term "rural industrialization." It starts with an evaluation of the local, material, and human resources that are readily available in a chosen place. The demand pattern is evaluated as well. For the purpose of ensuring that the minimal demands of the population are met, a production plan that takes into account both the future and the present as well as the needs of each area is developed.

Given the importance of rural industries to the national economy, and particularly to the rural economy, modernization and efficiency improvements have taken on greater significance. The employees who will utilize the new

technology need to be trained and made acquainted with it, which is a key component in the modernization program's viability. It is crucial that rural industries increase operational efficiency as they develop, proliferate, and diversify, and as their proportion of industrial output starts to grow.

Taking the Chance

Techniques that are distinct from those used in urban regions are needed to develop entrepreneurship in rural communities because of their obvious differences. In the rural sector, a new perspective is necessary, and this direction should be built on knowledge of the characteristics of rural behavior. When engaging in any new endeavor, villagers' perceptions of danger is a crucial consideration.

There is a limit after which people consider the threat of transformation to be intolerable given their attitudes and prejudices in a particular situation. The anticipated level of danger in any new activity fluctuates depending on the unfamiliar components and the reassuring circumstances. Therefore, a two-pronged approach is needed if a new activity is to be maintained. Firstly, the person themselves should be trained so that they have the skills necessary to lower the potential risk to a level that is manageable.

Secondly, helpful connections and environments need to be established. This entails assembling a team of persons who can complement one another. The individual needs to be prepared in many ways than just basic technical knowledge. All facets of his occupation, including the technical, marketing, financial, etc., should be taught to him. It is crucial for the individual to understand and believe that his chances of success and survival are increased by belonging to a larger group in which people work together.

Getting the person ready also entails getting him ready to handle the new relationships that come with connecting with organizations that can support his development. The individual's financial and technological education is crucial in the

preparedness of them and the group. And, since group reinforcement can lower an individual's sense of risk, preparing a person to operate in a group is more crucial. Therefore, the growth of the participants in this exercise is more crucial than the growth of the activity on its own.

Rural entrepreneurs usually face three types of risks:

- Economic - The dangers of market volatility and variations in terms of primary material supply and the market for processed goods, etc.
- Social - Risks brought on by environmental changes involve interacting with new systems, cultures, and people.
- Technical - The risk of not having sufficient knowledge of the technical procedure, equipment, etc. as well as the risk of being unable to solve the technical issues.

The above risk-taking factors can serve as a foundation for developing strategies for the growth of rural entrepreneurs. Organizations working on this project should take on the responsibility of organizing all the funds, supplies, tools, technological expertise, marketing, etc. This does not imply that the organizations must offer all of these capabilities and means on their own. But it must make sure that each of these is present.

Any program aimed at fostering rural entrepreneurship should place more of emphasis on fostering the ability of the villagers to take calculated risks than on meeting time-bound quantitative targets.

Development in Underdeveloped Regions

In developing nations, the majority of industrial growth has been centred on a small number of major cities and villages. As a result, developing countries have adopted the growth of entrepreneurship in underdeveloped areas as its fundamental economic planning strategy. The majority of first-generation business owners in underdeveloped areas struggle with a number of issues, including

inadequate funding, a lack of raw materials, a lack of market penetration, a lack of leadership and analytical skills, poor task planning, a lack of authority, a lack of test sites, etc.

The dearth of entrepreneurship among locals is mostly caused by a lack of skill and essential motives, a reluctance to take calculated risks, a lack of entrepreneurial knowledge, and ignorance of the many facilities and subsidies available for establishing industries. Many would-be entrepreneurs are put off by the bureaucratic processes involved in establishing new businesses as well as the initial pressure and difficulties.

The primary barrier to the development of entrepreneurship in underdeveloped areas is a lack of infrastructure. In developing regions, a fundamental requirement for entrepreneurship growth is a robust organizational infrastructure. Such a company can fill knowledge gaps and address training, aptitude, and competence gaps. However, it may experience issues with finances, raw supplies, marketing, transportation, and other factors.

There are several ways to encourage entrepreneurship in underdeveloped areas. The appropriate organizations must ensure proper coordination. They ought to have enough technical personnel to pick out and direct serious investors. These organizations need dedicated, truthful, and honest employees. A shift in perspective and strategy is required. A thorough techno-economic feasibility test of the proposition must be completed before the funding may be given. The infrastructure in the underdeveloped areas has to be improved. The issues and priorities in these areas should be well-known to legislators and planners. It is necessary to fix issues with the administrative structure and different support programs. Businesses reliant on regional assets should be given priority. The agencies need to keep an eye on how the supported units are doing. Their representatives should routinely visit the business owners to make sure the assets are being used effectively.

Ultimately, in order to discover opportunities that have potential growth possibilities based on local resources, and to promote entrepreneurship in underdeveloped areas, an integrated and multifaceted approach is needed. Small business owners urgently require the technology, financing, and other support that must be made available to them. Governmental organizations and financial institutions frequently offer businesses in underdeveloped areas affordable access to basic infrastructure like land, power, raw materials, and financing. Additionally, they also offer technical assistance, training, marketing support, financial aid, and tax benefits.

However, there is frequently a lack of coordination between the various organizations, including the government, banks, and State financial firms. Officers from various agencies do not have the necessary expertise to help the entrepreneurs. Other authorities like the police have been known to harass business owners.

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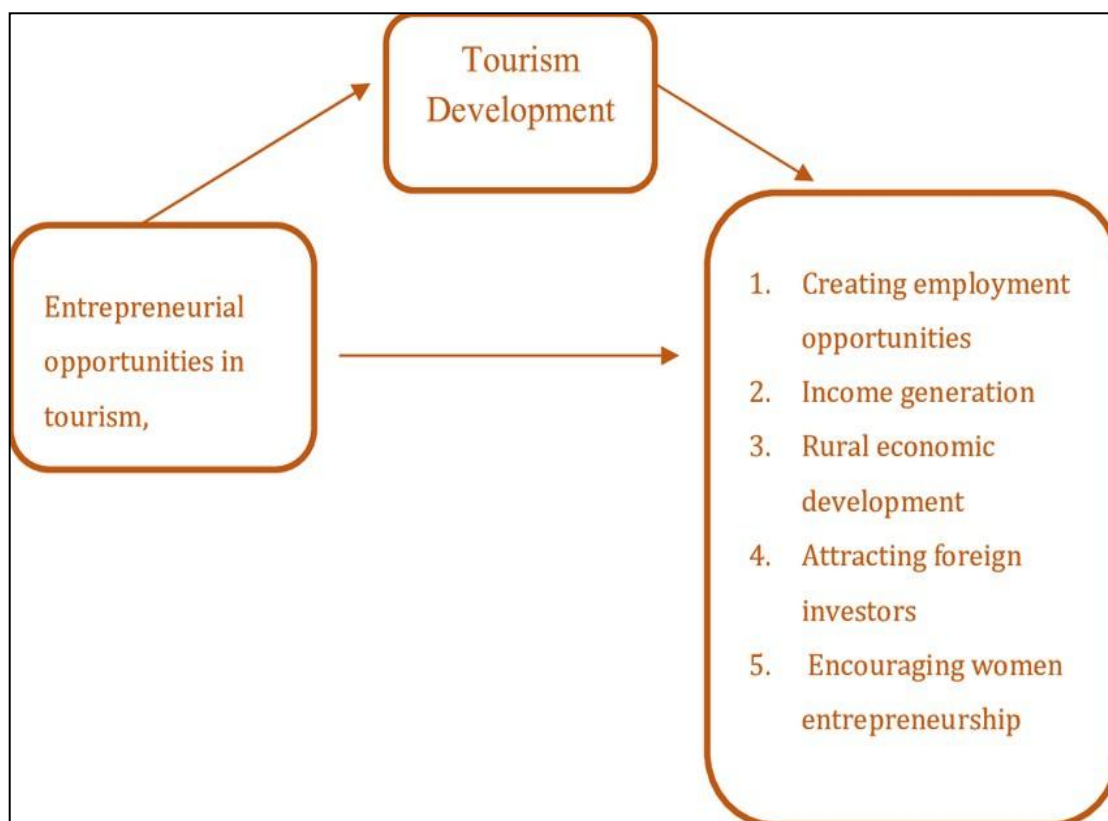
TOURISM ENTREPRENEURSHIP

Travel from the ancient times of human history is not comparable to tourism in its contemporary form. The word "Torah" in Jewish language means "study" or "search," and the word "tour" appears to have descended from it. The ancient term "Tornos" is close by in Latin. Tornos was a spherical, tool-like object that alluded to a package tour or trip circuit. "Tirthatan," denotes journeys made for religious causes. The meaning and notion of tourism are all much better described by all three words.

Both domestic and foreign travelers fall under the umbrella of modern tourism. It is the brief relocation of individuals to locations other than their usual places of employment and abode. A traveler who is going from location to location or returning to the same location frequently is a pleasure-seeking tourist. All

economic activities that are planned around the requirements of such travelers are included in tourism. Travel that is temporary, voluntary, and performed without the intention of making a living off it falls under the category of tourism, whether it be for pleasure, business, or professional purposes. The purpose of business travel or "professional tourism" is to seek out collaboration between various parties by sharing ideas.

Tourism and Entrepreneurship



Source: Biswas, Chhanda & Mamun-Or-Rashid, Mohammad. (2018)

The business of developing and managing a tourism company is known as tourism entrepreneurship. Nobody can dispute the fact that tourism has increased dramatically in the recent years. In most nations around the world, people's desire to travel to new locations is growing. In recent years, entrepreneurship has advanced significantly, and the travel and tourism sector are no exception.

The growth of the tourism industry offers a route for the expansion of the local economy. As a result, both the developed and developing worlds have identified the promotion of entrepreneurship and sustainable tourist development as key areas for policy assistance and assisted financing.

The tourist entrepreneurship is described by Sinclair and Stabler (1997) as "a mix of products involving transport, lodging, food, natural resources, entertainment, and other facilities and services, such as shops and banks and other tour operators."

A person or a group of people who produce and manage tourist products may be referred to as "tourism entrepreneurs". The entrepreneur in this procedure must have both the expertise in the service sector and the attributes that are often recommended for entrepreneurs. As a result, it can be said that tourism entrepreneurship is the professional application of knowledge, skills, and competencies and/or the monetization of a new idea in the tourism industry by an individual or group of individuals through the launch of a new business or the diversification of an existing one (as opposed to seeking self-employment as in a profession or trade), in order to pursue growth while creating wealth, employment, and social good.

In other words, tourism entrepreneurship refers to the activities of the main stakeholder groups in the service industry that are primarily intended for the profitable interaction of supply and demand for tourism products while also ensuring professional competition and profitable socioeconomic status. It encompasses all activities involved in starting and running a legitimate tourism business.

The development of a new organization or enterprise requires entrepreneurship. It is referred to as a tourism entrepreneurship when an entrepreneur develops a tourism-related business. According to the World Travel and Tourism Council (2016), travel and tourism firms generate 370 million job

possibilities worldwide, or 1 in 9 of all employment. For the local population to make sensible and ideal decisions concerning the growth of tourism, it is essential to empower them. Significant investment by business owners, particularly those from the local community, can promote the growth of the tourism industry. Similarly, authors like Taskov have also emphasized the importance of the participation of the local communities through various entrepreneurial activities so that the tourism sector can grow, and the rural population can benefit from it.

Many hotel chains and multinational firms of rural areas are investing for starting-up in the light of small or medium-sized businesses for the potential markets, entrepreneurship plays a crucial role in the development of the tourism industry, particularly in rural and ethnic communities (Chang, 2011). Numerous academics have previously investigated the benefits small tourism enterprises have over their competitors. This is due to the fact that they have underlined the significance of high-quality entrepreneurship for the survival and growth of small tourism businesses. As a result, these kinds of small firms with little capital inputs become sustainable based on the ability and traits of the entrepreneurs (Taskov, 2011). Rural tourism has been greatly impactful for remote areas where there are not enough resources available for farming and enterprises.

What is Rural Tourism?

When rural culture is a significant part of the product being offered, tourism is referred to as "rural tourism." Rural tourism entrepreneurship development is rooted in the local community and focuses on:

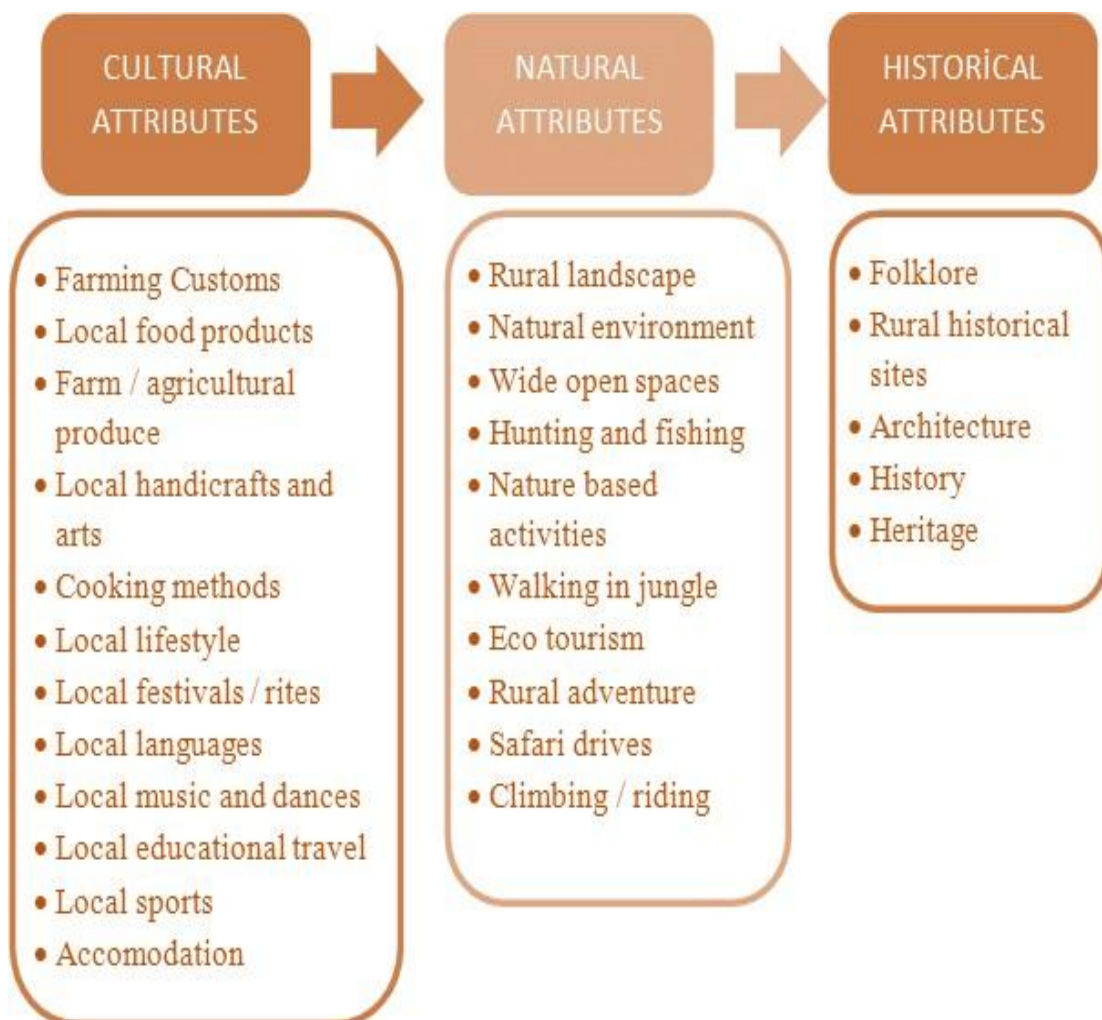
- Trusteeship of regional groups.
- Expansion of rural livelihood opportunities
- Use of private and community owned resources.

The fundamental goal of rural tourism is to build, protect, and strengthen local communities' control over specific regions for the benefit of everybody, not

just one person or business. In this context, "rural tourism" refers to all the activities that welcome domestic and foreign travelers to establishments that are owned, operated, and maintained by village residents.

Local people attract tourists by selling products and by offering services and facilities through the creation of SMEs, and as a result, tourism destinations develop, and it increases the arrival of tourists as well as tourist spending.

Some common rural tourism activities are mentioned in Figure 3.



Source: Classification of Rural Tourism Activities Source: Nair et al., 2015, 330.

Figure 3

Core types of Tourism Entrepreneurship

- **Transport operators** - They are the people who provide tourists with official transportation options. It could include providing rental properties or booking their travel arrangements.
- **Tour operators** - Tour operators integrate several travel elements, such as lodging, transport, and other related things, to provide tourists a single bundle.
- **Travel agents** - A person who arranges travel for clients—including individuals, groups, and corporations—is known as a travel agent. As opposed to tour operators, who often work as a business, they operate alone.
- **Guides** - The business of guiding others on travel and other similar endeavours is another well-known form of tourist entrepreneurship. It is a common task carried out by ticket brokers, holiday vendors, etc.

Ecotourism Entrepreneurship

An essential idea for ensuring the sustainability and allure of tourism is ecotourism as a form of travel. Ecotourism is the most appropriate form of tourism that could be created in sensitive ecological and cultural places. It was developed in 1990 as a reaction to mass tourism and includes characteristics of rural and cultural tourism. Ecotourism is viewed as a crucial strategy for guaranteeing sustainable development in light of the escalating social and environmental damage caused by unchecked mass tourism (Arslan, 2005).

Hector Ceballos-Lascurain coined the word "ecotourism" in 1983 and described it as the appreciation of and knowledge of the worth of nature. The International Ecotourism Society (IET) defined ecotourism as "Protection of the environment and the local inhabitants in order to promote the welfare of ecologically sensitive journeys to natural regions" in 1991. This definition is still one of the most extensively used.

Various terms, including nature-based tourism, soft tourism, special interest tourism, green tourism, responsible tourism, alternative tourism, cultural tourism, study tourism, and adventure tourism, are also used to describe ecotourism.

Ecotourism, referred to by various names mentioned above is considered a structure in or a part of rural tourism. Consequently, rural tourist entrepreneurship is a characteristic of ecotourism entrepreneurship. Alternative tourism is viewed as one of the sources of economic revenue and has been presented as a solution to the socio-economic problems of rural communities following the recession of the traditional rural agriculture economy. State and non-governmental organisations are becoming more and more interested in rural tourism because of its contribution to the growth and economy of rural areas. On the other hand, the demand for rural tourism has been influenced by a variety of issues, including the desire to maintain traditional rural life, the challenges of increased urbanisation, the longing for rural life, and the expanding organic food industry.

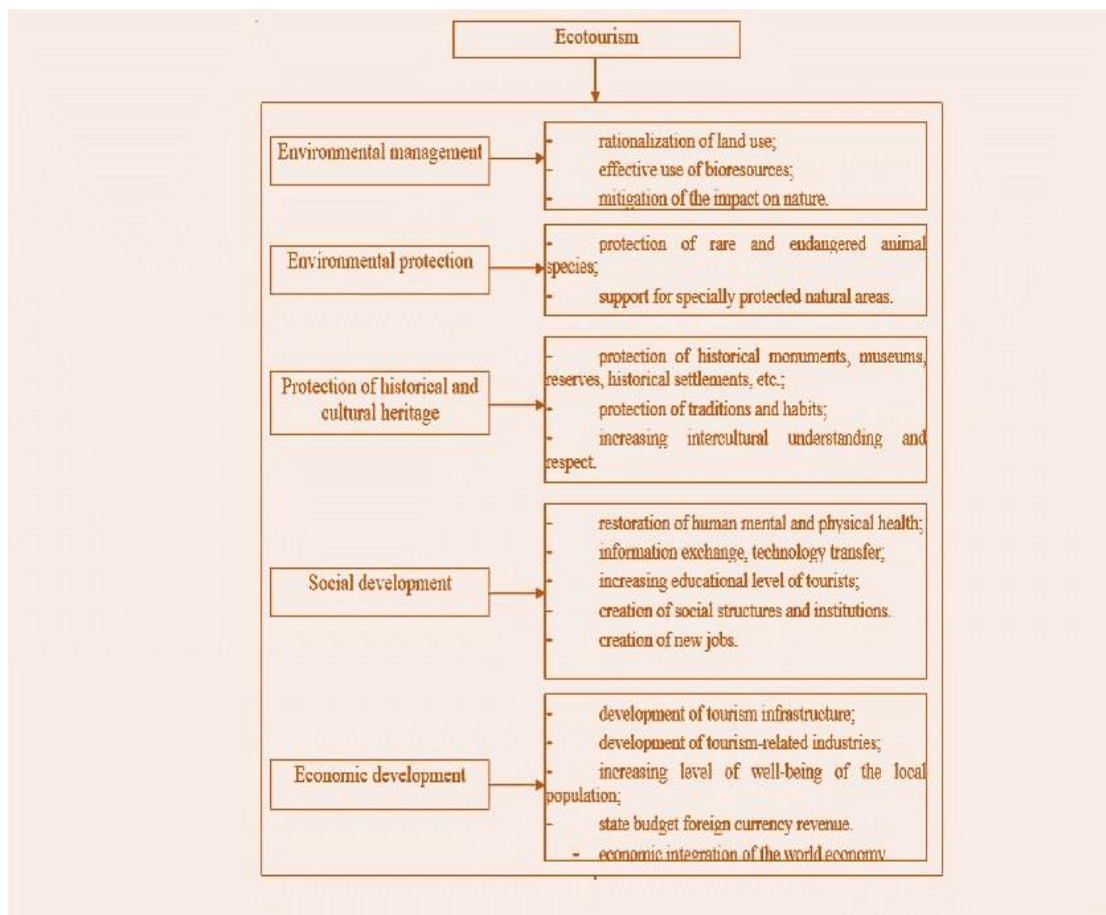
- **Features**

Much of modern research has been focused on expansion for growth of profits and economic growth, while ignoring other factors. However, with ecotourism, other factors, specifically environmental factors, cannot be ignored because they are an essential element for ecotourism. Using sustainable energy, recycling, growing organic products etc. are part of the ecotourism experience that “ecological” hotels and other establishments that offer ecotourism.

The shaping of an occupational structure that includes more tourist farms, local farming and husbandry, and more land or buildings in interior regions than coastal regions, demonstrates that there is less money to be spent on capital costs. In other words, setting up an ecotourism farm requires less money than would-be entrepreneurs think.

Another characteristic of ecotourism business owners is that, while operating in rural locations, they have high levels of education, continually better themselves, and are open to learning. Additionally, visitors have high levels of education, and they typically belong to the middle-aged and consumer demographic. These are a few of the visitor group's defining qualities.

Another feature of ecotourism is that with presentations of local goods and introductions of these goods to customers, ecotourism businesses also contribute to the continuity of regional socio-cultural features and values.



Source: Humeniuk, T., Perchuk, O., Petko, S., Turchynova, G., Tytova, N., & Babiy, S. (2020)

Figure 4: Relation between Ecotourism and Sustainable Development Strategies

- **Problems Faced**

- In developing countries, irregular and unregulated commercial and tourism operations lead to problems with product quality.
- Infrastructure improvement and service quality cannot be kept up with the demands created by the ecotourism sector's explosive growth.
- Underutilization of capacity and seasonality.
- Overcoming operationality challenges in strategic marketing management.
- The trust and health of tourists poses another issue.



The primary issue in the field of ecotourism, as in most industries, is training. Although research suggests that ecotourism entrepreneurs typically have high levels of education, the staff that they work with are generally people who live in the rural ecotourism areas and given the lack of adequate training in developing countries, ecotourism entrepreneurs do not meet the necessary standards in many cases.

Another challenge faced by business owners in this sector is the absence of legislation and regulations relating to the industry. It is necessary to create a national ecotourism plan that is backed by rules and legislation. The significance of the national strategy has also been discussed in a variety of academic works. It is necessary to implement a regional, multifaceted sustainability strategy with the support of all stakeholders.

The absence of tax breaks and other incentives in the ecotourism industry is another problem.

Additionally, one of the issues with ecotourism is also the lack of publicity and the availability of outdoor activities.

While lack of introductory activities remains one of the most significant drawbacks of ecological farms. The number of organizations and ecotourism excursions must increase, and ecotourism entrepreneurs' participation in global exhibitions and other events should be fostered so they can learn how to attract more foreign tourists.

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6

SOCIAL ENTREPRENEURSHIP

Social entrepreneurship is when a person or group of people assumes the responsibility for resolving society's pressing issues. It could be a small affair or a massive movement involving the public. The activity or initiative must solve a problem and result in a positive change in someone's life in order to be successful. When defining social entrepreneurship, author David Bornstein says, "What business entrepreneurs are to the economy, social entrepreneurs are to social change."

Recognizing social issues and enacting social change via the use of entrepreneurial practices is the essence of what social entrepreneurship is about. It all comes down to conducting thorough research to fully define a specific social issue before planning, launching, and overseeing a social enterprise to bring about the desired change. A societal problem may or may not completely disappear as a result of the transformation. It might even be a lifelong process that concentrates on making the current situation better.

Social entrepreneurship primarily focuses on building social capital without assessing performance in profit or return in monetary terms, in contrast to general and common business entrepreneurship, which is taking the initiative to start a new firm or diversify an existing one. The non-profit industries and organizations are connected to the entrepreneurs in this field. However, this does not negate the necessity of turning a profit. Entrepreneurs need money, after all, in order to continue their work and improve society.

Environmental issues are a focus of social entrepreneurship in addition to social issues. A few examples of social enterprises are foundations for women's empowerment, waste-treatment facilities, and child rights. Social entrepreneurs can mean people who work for non-profit or non-governmental groups that raise money through fundraisers in their local communities.

The usage of the Internet, particularly social networking and social media websites has also facilitated social entrepreneurship. These websites help social entrepreneurs connect with a large number of people who are dispersed geographically but who share similar objectives, and they inspire them to work together online, educate themselves on the problems, share information about the group's events and activities, and raise money through crowdfunding.

Social Entrepreneurship Target Areas



Source: <https://www.wallstreetmojo.com/social-entrepreneur/>

The idea of social entrepreneurship first appeared in the 1980s and has subsequently gained increasing traction. In spite of this, no agreement has been reached after decades of efforts to define the subject.

From humanitarian work and community welfare to entrepreneurship and environmental science, social entrepreneurs can come from a variety of career paths and educational backgrounds. Because of this, it has been challenging to identify social entrepreneurs. Setting the role of social entrepreneurship apart from other voluntary sector and charity-focused activities and defining the parameters within which social entrepreneurs work are required for a more precise definition of what social entrepreneurship comprises.

In today's world, social entrepreneurship offers an idealistic style of business that emphasizes potential advantages for society. Simply put, when entrepreneurship transforms social capital in a way that benefits society, it becomes a social effort. It is seen as favorable since social entrepreneurship relies on a variety of social impact-related variables that regular corporate firms do not place a high priority on. Social entrepreneurs are aware of the current social issues, but they also work to comprehend the larger context of a problem that cuts across fields, disciplines, and theoretical frameworks. Social entrepreneurs can create novel solutions and utilize available resources to impact the larger global society by gaining a deeper grasp of how an issue relates to society. Social entrepreneurship initiatives, in contrast to standard corporate firms, prioritize social satisfaction advantages over financial rewards.

Types of Social Entrepreneurs

- Transformational Social Entrepreneurs - These business owners concentrate on creating a company that can address a problem that neither other businesses nor government initiatives can.

Transformational social entrepreneurship is more like running a business where you hire qualified staff, come up with fresh ideas for staying relevant in the marketplace, abide by government regulations, and perform all of the duties of an enterprise.

For transformational social entrepreneurs, the bigger picture entails a collaborative setup of numerous businesses that serve the public both personally and collectively.

- Community Social Entrepreneurs - Community Social Entrepreneurs are small scale transformation conveyors. A young person working with disadvantaged children in a village, a bunch of undergraduate students organizing reforestation and sanitation drives in a city, or one or more non-profit organizations that promote social justice are all examples of community social entrepreneurs.

Community social entrepreneurs operate for a wide range of causes in particular locales and communities. They handle everything, from sanitation and hygiene to employment and food distribution services, from plantation and environmental safety to giving deserving people jobs. These kinds of social entrepreneurs work to make immediate changes and continually strive for more.

- Global Social Entrepreneurs - Global social entrepreneurs have a broader perspective and concentrate on the transformations necessary on a global scale. Above everything else, they prioritize social responsibility.

They typically work together with groups promoting similar causes in particular regions and countries. Make a Wish foundation is a great example for Global Social Entrepreneurship.

- Non-profit Social Entrepreneurs - These social innovators think that profits should be reinvested. They contribute their profits to the cause in addition to the initial cost.

This kind of social entrepreneurship is preferable to individuals with a business-oriented mindset and for businesses and organizations who decide to harness their social goodwill for a cause by engaging in non-profit social entrepreneurship.

Challenges

Social entrepreneurs face different types of challenges compared to business entrepreneur, Elkington and Hartigan (2008) have laid them out in their book *The Power of Unreasonable People* as under:

Social entrepreneurs aim to foresee issues, deal with them, and find innovative solutions. Social entrepreneurs take on theoretical, invisible, or frequently less- researched challenges, such as overpopulation, unsustainable energy sources, and food shortages, in contrast to most commercial entrepreneurs who target present market shortfalls. Since investors are far less inclined to back hazardous enterprises, it might be practically hard to find profitable social businesses on the basis of only potential answers.

The second issue with social entrepreneurship is the compensation gap, which is caused by a shortage of enthusiastic investors. The compensation disparity between commercial and social enterprises, according to Elkington and Hartigan, "remains the elephant in the room, limiting the potential of [social enterprises] to achieve long-term success and viability." Especially at the beginning of their businesses, social entrepreneurs and their staff sometimes receive meagre or no remuneration. As a result, their businesses struggle to keep competent, loyal personnel. Even though social entrepreneurs are working to solve some of the world's most serious problems, they frequently encounter resistance and miserliness from the same community they are trying to help.

One more problem faced by social entrepreneurs is the fact that they have to frequently provide assistance to those who are least able to pay for it.

The transfer of resources, most visibly money, for products and services is the basis of capitalism. To make their businesses sustainable, social entrepreneurs must develop innovative business models that do not rely on the conventional exchange of cash. Social companies differ from charities, which rely nearly solely on contributions and outside funding, by being self-sustaining.

Elkington and Hartigan have also divided social entrepreneurs into three types on the basis of varied economic environments. They are:

1. **Social business venture** - Such organizations are set up as companies with the intention of bringing about social change. Due to a limitation of funding, social business endeavors have evolved. Due to the difficulty in obtaining loans and equity financing for social firms, social entrepreneurs in this situation are obliged to establish for-profit businesses.
2. **Leveraged non-profit** - In a modern strategy, this company model makes use of financial leverage and other resources to address social issues.
3. **Hybrid non-profit** - The hybrid non-profit social business model is willing to use revenue from some operations to support its other operations, which serve a social or communal purpose, making it unique among organizational structures. Hybrid non-profits are frequently developed to address market shortcomings or failures of the government since they generate income to support the operation without needing loans, grants, or other traditional means of funding.

Important Traits of a Social Entrepreneur

Before discussing some important traits of social entrepreneurs, Figure 5 lays down the differences and commonality between profit-oriented business entrepreneurs and social entrepreneurs –

Unique and Common Characteristics of Profit-Oriented Entrepreneurs and Social Entrepreneurs

Unique Characteristics of the Profit-Oriented Entrepreneur	Characteristics Common to Both Types	Unique Characteristics of the Social Entrepreneur
<ul style="list-style-type: none"> • High achiever • Risk behavior • Organizer • Strategic thinker • Value creator • Holistic • Arbitrageur 	<ul style="list-style-type: none"> • Innovator • Dedicated • Initiative taker • Leader • Opportunity alert • Persistent • Committed 	<ul style="list-style-type: none"> • Mission leader • Emotionally charged • Change agent • Opinion leader • Social value creator • Socially alert • Manager • Visionary • Highly accountable

Source: Abu-Saifan, S. (2012)

Figure 4

Being a social entrepreneur comes with added responsibilities and roles and it is important that they have these traits:

- Sound decision makers - Because their choices have an impact on the lives of those in need, social entrepreneurs must prioritize and make wise choices. They must consider a situation holistically and come to a wise and logical conclusion.

- Emotional equilibrium - Empathy and a practical approach are both necessary for social work. A person who is highly emotional may become overwhelmed, whereas someone who is emotionally balanced will handle challenging situations better.
- Collaboration - Social entrepreneurship can't be carried out alone. Entrepreneurs must be receptive to cooperation and collaboration. People with various specialties and skill sets are required for every project. To realize their vision, a social entrepreneur must work with a variety of individuals.
- Visionary - The most effective solutions to social problems are developed by visionaries. Social entrepreneurs should have the ability to consider long-term, lasting answers to problems.

Social entrepreneurs must have a distinct vision in order to achieve their goals. A compelling vision is required in order to set goals, provide a timeline for achieving the goals, and inspire a team to work towards them. Many organizations lapse into obscurity because they lack a vision for the future.

- Leadership - Without the assistance of a highly motivated team, you cannot achieve your goals. Therefore, for every social cause, a strong, inspirational leader is essential. They have the power to affect both physical outcomes and opinions.

Business Entrepreneurship and Social Entrepreneurship

An entrepreneur is a person who owns a company, business, or initiative and is in charge of its growth. The entrepreneur will manage the resources available to do this. A typical business entrepreneur's or commercial entrepreneur's goal is to make money off the opportunities and risks they are willing to accept. In order to accomplish the business objectives that the entrepreneur has set, a business venture would therefore be an organisation owned by the entrepreneur.

In contrast, an individual who perceives a social issue and applies entrepreneurial principles to plan, launch, and manage a venture to effect social change. According to the strict definition, social entrepreneurship essentially refers to the use of novel strategies and managerial expertise in the non-profit industry. The broader definition, however, refers to social entrepreneurship as creative action with a social goal in the for-profit domain, corporate social entrepreneurship, the non-profit sector, or across sectors, like hybrid structural forms that combine for-profit and non-profit techniques.

Since social entrepreneurship and business entrepreneurship share a common origin, it is reasonable to predict that they will share some characteristics. First, a social enterprise might also prioritize financial success. This for-profit social entrepreneurship will function similarly to a business entrepreneurship, but instead of concentrating on maximizing profits for the owner or shareholders, or growing dividends for shareholders, it will concentrate on maximizing profits for advancing its social goals. However, this could cause issues for entrepreneurship since it would have to strive to uphold its original missions while being a business competitor.

One more commonality is that in order to accomplish the objectives set forth, both social and traditional economic enterprises must mobilize their resources, including human, financial, and other resources. Both must take into account human capital, such as managers, employees, and investors, when managing the business. Although both entrepreneurs mobilize their resources in somewhat different ways, they will essentially take the same factors into account. They will also need to provide funding for the businesses. This could be done through fundraising activities for social entrepreneurship or the sale of its goods and services for business entrepreneurship.

Although there are some similarities between the two, social entrepreneurship differs from its more prominent counterpart, commercial entrepreneurship, in significant ways. The primary distinction would be between

the two entrepreneurs' goals or missions. Social entrepreneurship seeks to achieve goals that are environmental, social as well as economic, in contrast to conventional business entrepreneurship, which often tries to generate lucrative profits while retaining a reduced cost of production. The key distinction between commercial and social entrepreneurship is the primary goal of producing wealth to advance the social and/or environmental goals.

When releasing an item, business entrepreneurs must conduct thorough market research. The market ought to be sizable and expanding to be successful. On the other side, social entrepreneurship need not always conduct the same study as business entrepreneurship. A market size that is frequently more than adequate for social entrepreneurship is typically guaranteed by a recognized social need, demand, or market failure. However, the common issue with these social enterprises is how well they make use of the resources at hand to fulfil their objectives. Due to the abundance of opportunities available to them, they frequently underestimate their chances and grow without giving their expansion enough thought. In most cases, it is preferable for a social enterprise to concentrate on what it did well for the cause rather than forging ahead into unexplored territory.

Even after their similarities in this regard, as was already mentioned, social and commercial enterprises will employ distinct strategies for resource mobilization.

While most social entrepreneurs struggle to find and hire staff, which forces them to rely on volunteers, business entrepreneurs spend a portion of their financial resources on hiring workers and keeping them happy with salary and benefits. This can be because social enterprises frequently lack the funding or incentives needed to attract and keep employees.

Opportunities taken into consideration also differ for business and social entrepreneurs. Even though both of these entrepreneurs will use their limited

resources to invest in any possibilities, there are some factors which they cannot ignore. Both parties will be worried about the consumers, the vendors, the goods, and other connected economic problems. However, social entrepreneurship will put more of an emphasis on the social benefits while commercial entrepreneurship will focus on financial and economic profits. The social goal is unmistakable and clear to social entrepreneurs. This will undoubtedly have an impact on how business owners view and evaluate prospects. The social mission shall be the primary focus of every opportunity, not wealth and profit accumulation. Gained revenues are only a means of achieving societal goals.

One could argue that a traditional company entrepreneurship can also influence society by addressing some social issues or even include some of the issues in its goals, as many huge firms have done in recent years. However, this cannot be the fundamental reason the business was founded. On the other hand, social entrepreneurship may also result in some financial gain, although that was not the original motivation.

Comparatively, social entrepreneurship will likewise be constrained in terms of the products it sells and the markets it targets. Since social entrepreneurship is bound to the specific social issues it was intended to tackle in the initial case, the product cannot be changed. On the other hand, company entrepreneurs are free to select and develop items. Without issues with the workforce or challenges obtaining funding, they can introduce a new range of items.

Social entrepreneurs don't put much emphasis on making money, they start organizations and take calculated risks similar to any other type of entrepreneur. But the similarities stop there. Beyond that, and the factors of how to handle an enterprise, both are very different from one another. Social businesses use their profits to further whatever social goals they set out to accomplish, as opposed to business enterprises where the profit is divided

among the shareholders. As a result, we may conclude that the main distinction among social entrepreneurship and business entrepreneurship is the motivation behind starting the business and the metrics used to measure success.

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7

ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES

The goal of an Entrepreneurship Development Program is to promote entrepreneurial skills amongst the population. In other words, it refers to fostering, honing, and developing the entrepreneurial abilities necessary for someone to start and effectively run their own business. Thus, the idea behind an entrepreneurship development programme entails providing someone with the necessary information and abilities for beginning and operating a business.

N. P. Singh (1985) describes it as "Entrepreneurship Development Programme is meant to help a person in improving his entrepreneurial drive and in developing skills and capacities required for fulfilling his entrepreneurial function efficiently," To do this, it is imperative to advance this knowledge of what factors drives a person and how they affect entrepreneurial attitudes and ethics.

Simply put, Entrepreneurship Development Programme, is a programme that fosters the growth of entrepreneurial skills. Through this programme, students are taught the skills necessary to successfully run a business. Sometimes pupils may possess skills, but they need to be developed and nurtured. These types of students fit this curriculum just right. This programme comprises a methodical training procedure to help someone become an entrepreneur. It aids in acquiring the knowledge and skills required to fulfil the position of an entrepreneur successfully.

EDP is a successful strategy for fostering entrepreneurship, which can speed up socioeconomic development, promote sustainable market growth, and maximize the use of locally accessible resources. It tackles all the restrictions, making it one of the best tools for encouraging the growth of new entrepreneurs.

EDPs generally follow a three-tiered strategy, emphasizing the development of entrepreneurial qualities and attitudes, project planning and growth, advice on business possibilities, benefits, and infrastructure, as well as rules and regulations, and the improvement of organizational and managerial skills. To accomplish these goals, a variety of methods and procedures have been created and applied while keeping in mind the target populations and/or geographic areas.

An economy needs entrepreneurs to thrive. By fostering the desire, the drive, and the training of potential or aspiring entrepreneurs, the spirit of entrepreneurship can be created within an economy. A strategy to accomplish the stated objective is through the help of entrepreneurial development programmes.

The characteristics and skills needed to become an entrepreneur are discovered, instilled, developed, and polished through the use of EDPs, which are planned programmes. The EDPs place a strong emphasis on education, restructuring, and the building of an atmosphere that is supportive and healthy for the development of entrepreneurship.

It is a programme designed to encourage people to become more innovative. The EDP is primarily created to cultivate and nurture the qualities and strengths required for an entrepreneur to do their job successfully as well as to implant and inject an entrepreneurial purpose and ethos among people. An EDP entails fostering the growth and polishing of the participants' entrepreneurial knowledge and abilities, which are necessary for them to launch and successfully manage their businesses.

Increasing the number of entrepreneurs is the main goal of EDPs. This hastens the creation of jobs and economic growth. Promotion of entrepreneurship aims to reduce unemployment, end economic slowdown, boost business and industry development, and make them more competitive.

Objectives of EDPs

Countries around the world focus on teaching different objectives in their ED programmes, according to their socio-economic climate and the requirements that the industry needs. Objectives mentioned here are common for all entrepreneurs:

- Recognize the importance of having discipline in business.
- Understand the benefits and drawbacks of starting a business.
- Recognize the steps and processes involved in establishing a small business.
- Obtain the managerial expertise required to manage a small business.
- Recognize the importance of having discipline in business.
- Choose and create a product proposal.
- Analyse the legal framework in relation to small companies and industry.
- Cultivate and enhance the entrepreneurship spirit, also known as the drive for success.

Phases in Entrepreneurship Development Programme

EDPs like any other programmes, work in phases. The entrepreneurship development programmes are normally divided in three phases:

- **Initial Phase** - First phase consists of the tasks and planning necessary to start the instructional programme. This phase's primary tasks include setting up the necessary infrastructure for training, creating the training syllabus and application form, securing guest instructors, developing tools and processes for selecting trainees, forming the selection committee, and promoting the programme. As a result, the selection and identification of potential entrepreneurs, as well as their first motivation, comprise the initial stage.
- **Training Phase** - The training curriculum is put into practice during this second phase to help participants become more motivated and skilled. This phase's goal is to transform the participants' behaviour in a way that is preferred. The instructors must assess how far the learners have come in their entrepreneurial endeavours. The subject's attitude should alter in the ways that an instructor should see. Has his entrepreneurial mindset, role, or ability changed in any way? Is he driven to take the calculated risks that come with being an entrepreneur? This phase also observes what type of entrepreneurial qualities are lacking in the participant, what level of knowledge they possess and are they able to pick the right projects and work on them successfully.
- **Follow-up Phase** - In the last phase, the degree to which the programme's goals have been attained is evaluated. Evaluation and follow-up expose flaws in the earlier stages and offer suggestions for recommendations to frame the future policy. Infrastructure support, counselling, and aid with starting new businesses and growing existing units can all be examined during this period. choosing prospective entrepreneurs.

Why EDP?

For first-generation business owners, an entrepreneurial development programme is crucial since it will provide them with the right skills and direction they need to succeed. It is supported in an effort to reduce unemployment, end the issue of stagnation, boost company and industry growth, and raise competitiveness.

Various needs for EDPs are mentioned below:

- **Balanced Regional Development and Growth**

One of the objectives is creating public companies with the goal of fostering regional growth that is sustainable. The growth of career opportunities in underdeveloped areas makes it possible.

Because of historical reasons and a variety of other factors, the rate of economic development in the developing countries and regions have not been consistent over time. In order to address regional imbalances and spur industrial growth, industrialization is crucial.

Subsidies to industries located in underdeveloped areas are used to eliminate regional disparities and promote balanced industrial growth throughout states and regions. Successful EDPs hasten industrialization and lessen concentration of financial dominance.

- **Harnessing Locally Available Resources**

The world has been inhabited by humans who have utilised its resources and constantly affected it. Every landscape is the result of both environmental events and human acts throughout history, who (humans) also have a duty to organise, safeguard, and manage the ecosystem they share.

Many of the planet's environmental resources are used by humankind. Every product we consume has a natural resource foundation. A few examples of the natural assets used by humans to generate energy and create goods for human use are minerals, forest products, water, and soil.

Since there are many resources nearby, wise utilisation of these resources will help create a solid foundation for strong economic growth and quick industrialization.

- **Eliminates Poverty and Unemployment**

The rate of unemployment is one of the main issues in any developing nation. In several middle eastern and Asian countries, where poverty is a serious and long-standing issue, rural areas are where the problem of unemployment is most severe.

To end decades of poverty, illiteracy, unemployment, and backwardness, developing countries require high development rates fast and a sustained rate. Programs for entrepreneurship development assist individuals in becoming self-employed and provide entrepreneurship as a vocation.

- **Defuses Social Tension**

In our urban economies, entrepreneurship and self-employment are becoming more significant. Many people aspire to "manage their own enterprise," and now more than ever, people are opening their own firms. Many people will accept the chance of "being their own boss" and will embrace the opportunity to be their own boss and not be beholden to anybody else because unemployment is on the rise due to the economic downturn.

It is respectable, but it's possible they're creating trouble for themselves. If a young person completes their school but is unable to find employment, they become frustrated. To assist the nation in reducing social tension and youth unrest, the potential of the young must be directed toward jobs in self-employment.

- **Increase in Individual Income**

In order to achieve a better rate of economic growth, entrepreneurship activities are essential. Entrepreneurs are able to make items at reduced costs and provide the community with high-quality commodities at cheaper costs based on

their needs. Consumers have the ability to purchase more products to their pleasure when the price of the commodity drops. All of this is made possible by programmes that promote entrepreneurialism.

- **Capital Formation**

It is one of the most important steps in starting a business. Since author J. Schumpeter's time, a lot has changed in how businesses are created. The largest challenge for entrepreneurs is finding the initial funding required for their new business.

Acquiring capital from relatives and friends compared to other forms of funding has many benefits. Programmes for the development of entrepreneurs assist individuals in raising finance to launch a new firm or expand an existing one.

- **Improves Managerial Abilities**

EDPs lead to efficient and smooth enterprises as they enhance managerial skills and organizing abilities of the entrepreneurs through the various orientation and educational programmes and training.

- **Employment Generation**

EDPs enable prospective entrepreneurs to successfully start their own enterprises. People can get self-employment by starting their own business and also create employment opportunities for others by running the business.

Ultimately, EDPs stimulate the overall growth of the economy by introducing new business, which not only helps in the development of the country but also helps the consumers get better products and services. EDPs' main objective is to foster the development of entrepreneurs who pursue entrepreneurial careers and launch their own new small company operations which can grow and expand. For any nation's overall economic development entrepreneurship is an irreplaceable factor.

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8

ENTREPRENEURIAL MOTIVATION

Entrepreneurship is largely a result of drive and motivation. The term "motivation" refers to the innate need that starts and keeps behaviour going in order to meet needs. Behaviour is never a result; it is always the result of something. In other words, human behaviour is purpose-driven or motivated by satisfying. A person's aspirations, education, cultural background, work experience, and other psychological and environmental characteristics all influence how they behave. When someone is in need, anxiety develops in his thinking until the need is met. He is inspired to act by the tension. If the action is successful, the need is met; if not, the person modifies their course of action until the need is met.

What is Motivation?

Motivation is derived from the Latin word "movere", which means to "move". According to author Robert Dubin "Motivation is the complex forces that start and

keep a person at work in an organisation, a person feels motivated when something prompts them to take action and keeps them going after they have started."

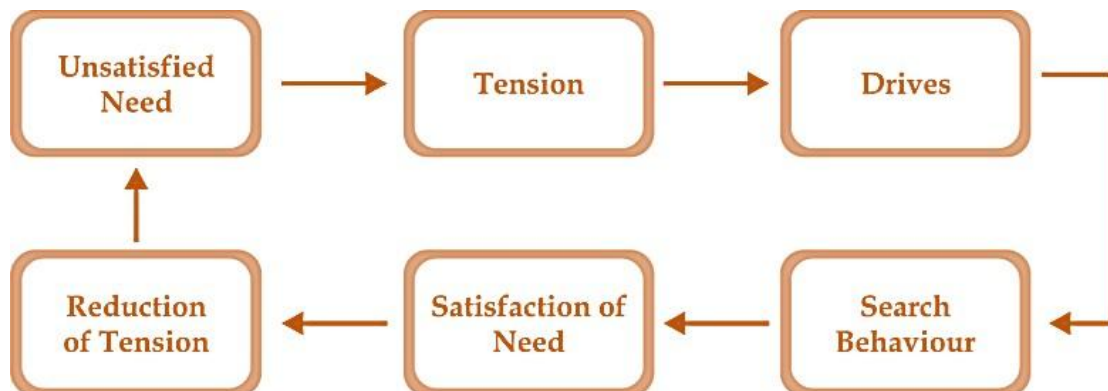
The process of motivation is psychological process. Human behaviour and motivation are closely related to one another. Motivation is the process by which urges, drives, desires, aspirations, strivings, or demands shape, regulate, or explain how people behave, according to Dalton E. McFarland.

Stephen P. Robbins (2010) defines motivation as "the willingness to exert high levels of effort toward organizational goals, conditioned by the effort and ability to satisfy some individual need."

Gray and Starke defines it as - "Motivation is the result of processes, internal or external to the individual that arouses enthusiasm and persistence to pursue a certain course of action."

Entrepreneurial motivation is the process that prompts an entrepreneur to put in a significant amount of work in order to accomplish his or her objectives. In other words, an entrepreneur's motivation for starting a business relates to the urges or factors that shape their voluntary behaviours' direction, intensity, and persistence.

The process of motivation is presented in Figure: 6 below:



Source: CBSE Entrepreneurship

Figure 5

On carefully examining Figure: 6, it becomes clear that every person has a variety of urges, needs, desires, and expectations. Unmet needs cause tension within the person, which drives them to look for ways to release that tension. One gradually finds ways to lessen tension by exploring for alternatives to achieving one's goal and acting on certain desires.

Theories of Motivation

The number of hypotheses that have been proposed to describe human behaviour can be used to evaluate the significance of motivation to human life and activity. They use human nature and needs to explain why people behave the way they do.

Maslow's Need Hierarchy Theory and McClelland's Acquired Needs Theory are two important theories that are used to understand the motivation behind an entrepreneur.

- **Maslow's Need Hierarchy Theory**

Abraham H. Maslow created a widely recognized theoretical framework for comprehending human motivation. He contends that a person's effectiveness depends on how well his opportunity aligns with the correct position in the hierarchy of needs.

The foundation of motivation is the idea that behaviour is, at the very least, somewhat motivated by the fulfilment of wants.

Figure 7: Represents the Hierarchy Pyramid as Formulated by Maslow

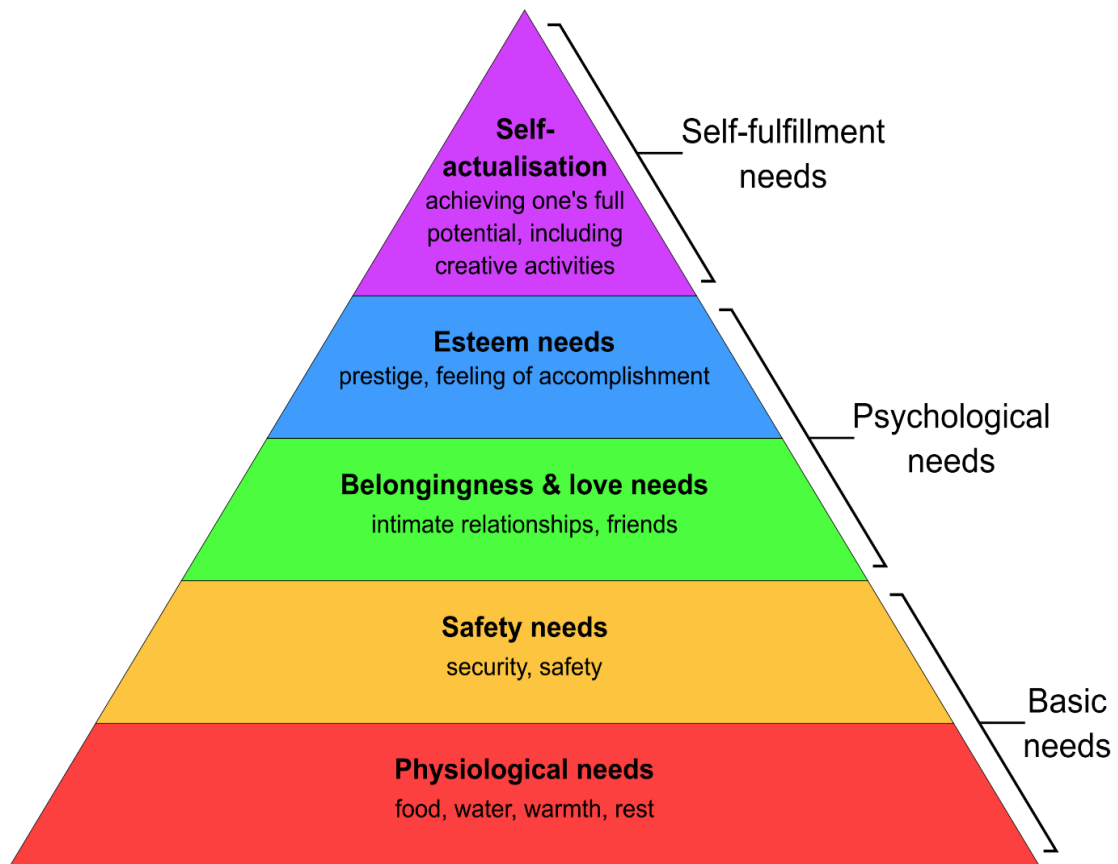


Figure 6

- **Physiological Needs**

The lowest level of wants is thought to be physiological demands. These necessities include things like water and food.

Physiological requirements continue to exist as a guiding or motivational force in a person's life as long as they are not met. A person who is hungry feels a need (to eat). This perceived need creates tensions on the physiological and psychological levels, which manifest as overt behaviours intended to ease those tensions (by eating). When the hunger has been satisfied, the tension is eased and the craving for food no longer rises. At this moment, the subsequent higher-level need becomes the motivating need (presuming that other physiological needs are also met).

- **Safety Needs**

In addition to the need for form, order, and law, safety demands also include the desire for protection, stability, reliance, security, escape from dread and tension. This desire transforms into a need for at least a basic level of job security in the workplace, which is the understanding that we will not be fired on the spur of the moment and that exerting the necessary amount of effort and productivity will guarantee our continued employment.

- **Social Needs (Belongingness Needs)**

Humans generally feel a yearning to belong because they are social creatures. This need may be met at work by having the social skills to communicate with co-workers and perhaps even be able to work together with them.

- **Esteem Needs**

Esteem and status needs desire things like success, skill, accomplishment, autonomy, competency, and self-confidence. These needs increase a person's ego. They go by the name of egoistic demands. These needs are concerned with a person's position and reputation.

- **Self-Fulfilment or Self-Actualisation Needs**

The desire for self-fulfilment or the need to complete what a person views as his or her life's purpose comes in on the top on the need hierarchy model. It entails achieving one's capacities for ongoing personal growth and creative expression in the broadest sense.

An individual has a motivation for individual accomplishment after his other wants are met.

The need-priority approach might not always be applicable in every situation. Surveys in some countries have revealed that the model does not fit their leaders very well. According to the need prioritisation model, their levels of satisfaction with their needs remain constant. For example, workers in Spain

and Belgium believed that their esteem needs were better met than their security and social demands. It would appear that cultural differences have a significant role in these discrepancies. As a result, the Maslow-proposed sequence of needs may not be followed. Even if the need for safety is not met, egoistic or social needs may nevertheless manifest.

- **McClelland's Acquired Needs Theory**

Due to his cognitive style and his environment, each person has a tendency to acquire particular motivational impulses. A model of motivation presented by David McClelland is based on three categories of needs: affiliation, power, and achievement. They are represented in Figure: 8 as:



Source: Opinaldo, N., & Opinaldo, N. (2022)

Figure 7

1. Achievement (n-Ach): a desire to succeed, progress, and improve.

The need to assume responsibility for discovering solutions to issues, master difficult activities, set objectives, and receive feedback on one's level of performance are characteristics of the urge for achievement.

2. Power (n-Pow): a desire to influence people and circumstances.

Power yearning is defined by a need to dominate and persuade people, a need to win debates, and a need to convince and prevail.

3. Affiliation (n-Aft): a desire for harmonious and meaningful interactions. Concern for socialisation, a need to belong, a love of teaming, and a desire to lessen uncertainty are all traits of the urge for affiliation.

According to David McClelland, the existence of these impulses or motivations in a person suggests a propensity to act in particular ways. As a result, from the manager's perspective, understanding which need is predominant in any given person has an impact on how that person can be motivated.

High standards of quality, clearly defined tasks and duties, and specific, timely feedback are all motivators for people with success motives. When they can accomplish goals with people they know and trust, those with affiliation motives are motivated. And when people are given the chance to make a difference, impress authority figures, or outperform rivals, the power motivation is engaged.

McClelland adds that these three demands could affect a person at the same time.

But in the case of an entrepreneur, the strong demand for success is discovered to be the dominant one. According to him, those with a strong need for achievement exhibit the following traits:

- They seek out difficult projects.
- They require precise assessments of their performance.

- They make goals for them that are reasonable, achievable, and practical.
- They need to succeed in order to fulfil their needs personal success.
- They prefer to be in settings where they can identify solutions for individual responsibility.

A mixture of factors, such as a strong need for achievement, a moderate need for power, and a low affiliation motive, that encourages people to form and manage their own businesses are referred to as entrepreneurial motivation. In addition to these, entrepreneurs have additional personality traits like inventiveness, problem-solving skills, and tolerance for uncertainty.

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ABOUT THE BOOK

Entrepreneurship is an ever-evolving field of research, that initially feels easy to comprehend yet gets increasingly complex as you go into the depth of it. The chapters in this book are designed to allow learners and students to get acquainted with the concept of entrepreneurship comfortably and at their own pace. What you can expect from this book is to venture into the field of entrepreneurship, including but not limited to its– types, concepts, dimensions, development, and contextuality. This book was compiled after intensive research from credible sources in order to provide a clear and true representation of the concept of business and how it has evolved over the years.



Ishti Agrawal is a 17-year-old high school student born in a household of entrepreneurs. Celebrating successes and bearing losses alongside her parents, she is confident that business is the "key" to all the answers she seeks. Her own size-inclusive label, "The Dress – for every curve," is the result that stemmed from her passion for entrepreneurship and creativity. She is also an empath who wants to leave her mark, thus co-founding "Rising Youth Society," through which she supports nomadic children to gain an education. When not running her multiple initiatives, Ishti can be heard reciting the verses of the Bhagavad Gita, dancing to 90s beats, or painting to break the monotony of everyday life.



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