

## **Budding Entrepreneurs: A study of Agra Region**

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### ***Abstract***

Business includes an extraordinary significance in building country socially additionally as financially one among the preeminent significant characteristic of a business visionary is that the capacity to require determined danger upheld by insight and aptitude to strike at the correct second. Inside the current investigation, an exertion has been made to search out the enterprising characteristics among the board students. The example comprised of 150 administration understudies from different organizations on whom "A Comprehensive Battery of Scales of Entrepreneurship" was controlled. The paper would plan to give recommendations to creating innovative abilities in learners upheld the data investigation. The consequences of this examination could go about as a trigger and impetus for teaching enterprising abilities at schools and grade, hence offering driving force to youthful and sprouting business people. Principle end is that test on innovative characteristics estimates human improvement list which conveys valuable data about nation's present turn of events.

**Keywords:** Entrepreneurship, development, management, human

### **Introduction**

Economic growth of any country refers to its production or per capita income with respect to economy, where total operation of goods and services being measured by gross national product (GNP). Economic development goes beyond the frontiers of economic growth and encompasses factors like labor, technology, natural resources and a great deal of entrepreneurship. Economic growth of any country can be gazed by its industry agriculture or the service sector. One of the most significant attributes of a business person is the capacity to face determined challenge upheld by his keenness and capacity to strike at right second. The entrepreneur should possess efficient management skill and coordination of production elements.

The world acting as "global village" because of unprecedented revolution in communication technology invites a corresponding enhancement and enrichment in human factors which constitute a key component of quality products. Urgent need of an hour is to inculcate, cultivate, promote and preserving norms and values of high achievement motivation. Harnessing 'Entrepreneurial behavior' among the youth of tomorrow is therefore a necessary condition for attaining the precious goal of industrial world. There by generating quality consciousness for national reconstruction and economic enhancement.

### **Literature Review**

Louw et.al. (2003) Studied advancements in the worldwide and public economies just as the work market, have made it essential that more consideration be paid to business enterprise

and the refreshing of educational plans introduced by tertiary establishments. For this reason dependable and substantial data is required.

Siddhartha Jain (1986-1987) studied the entrepreneur behavior as related to creativity and achievement of managers in public and private sector management and observed that youth managers have displayed high creativity as well as entrepreneurial behavior.

Anima sen and Salma Seth (1994) examined the psychological characteristics of Indian women entrepreneurs and found that women possess better cognitive and orectic qualities of personality and also women entrepreneurs were found masculine.

Mishra D. P. and Sahu P.K. (1993) have attempted to analyze the emerging profile of entrepreneurship and noted that they have desire to take an opportunity, risk taking, self-confidence, initiative, independence, tendency towards problem solving urge.

Prabha Shukla (1998) studied the psychological differentiation of women entrepreneurs and pointed out that challenging attitude, high zeigarmic effect, resourcefulness and involvement in the task of feeling the best.

Vartak Vizay V (1993) conducted a psychological study of entrepreneurship in different business communities in Maharashtra and found that business communities highly differ from non –business community.

Cilaxton Reid P (1995) investigated the relationship that exists between birth order and need for cognition among entrepreneurs and found no significant relationship between them.

Lumpkin, G. T. and Dess Gregory C. (1996) clarified the nature of entrepreneurial orientation construct and proposed a contingency framework for investigating the relationship between E O and organizational performance.

### **Importance of the study**

To make mindfulness about "Business enterprise" among understudies. The examination checks whether the courses are truly instructing the understudies in a manner to make them business people. At specific purpose of period with existing associations the situations in the association gets filled and the opening freezes. To keep away from this circumstance the new business visionaries should accompany some new pursuits.

### **Scope of the study**

Economic growth of any country refers to its production or per capita income with respect to economy total operation of goods and services being measured by gross national product. In Indian context entrepreneurship is often conducted as modern small scale industry in the national economy. The purpose of my study was to investigate MBA students and identifying objectively the entrepreneurs from Non–entrepreneurs who could prove themselves to be better self- employed personnel.

The aftereffect of study could go about as a trigger and impetus for instilling innovative abilities at school and school level. Consequently giving a force to youthful and maturing business people. The study could well be used by institutions like Entrepreneurship Development Institute of India for developing such skills so that an over dependence of the people on jobs is reduced.

## Research Design

**Sample size-** 50 students of both the genders of different MBA institutes were taken on probability- quota sampling basis of AGRA region with an age ranging from 21- 27 years.

**Tools:** “A comprehensive battery of scales of entrepreneurship” was used to measure entrepreneurial traits among students. The test measures five components of entrepreneurship i.e.

- 1) A scale of self-perception of entrepreneurship traits (SPET)
- 2) A scale of organizational ability and managerial skills ( OAMS)
- 3) A scale of personality maturity (PM)
- 4) A scale of executive reaction pattern (ERP)
- 5) A scale of human relations (HR)

Every one of these six parts quantifies some basic qualities of enterprise which has been characterized as the characteristics, abilities or information required for running freely some business concerns or modern endeavor brimming with undertakings and danger taking employments. Test contains 155 inquiries and dependability of test by test – retest technique yielding coefficients of security. This thorough size of business has been approved against –

- Judges sentiment
- The reactions of an assessment instrument on enterprise of the students who have gotten preparing for one month on business.
- The reactions of the senior chief tops of the little scope businesses.

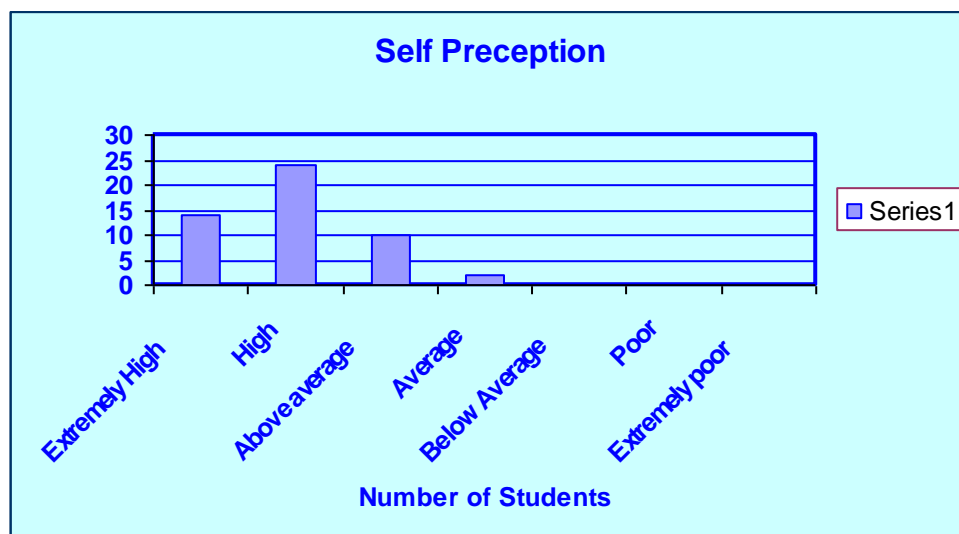
**Methodology:** The methodology of this study involved a survey using questionnaire. A pilot survey was conducted on 60 MBA students and in turn 50 correct responses were received. The questionnaire was based on entrepreneur dimension applying seven point and five point likert scale to get the know –how of traits among students.

**Objectives of the study:** The objective of the study is:

- To distinguish the enterprising attributes winning among the students.
- To examine general attitudes of students towards entrepreneurship
- To analyze the problems faced by students for entering in to entrepreneurship

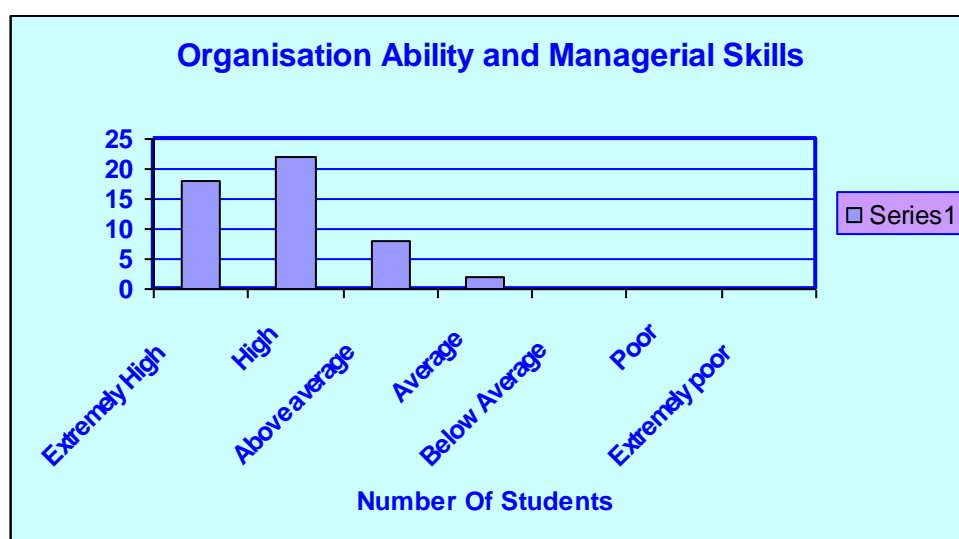
## Result and Discussion

50 students of various institutes participated in the study. The age of student was between 21 and 26 .There were 17 girls and 33 boys. Students were hailed from both urban and rural areas. The results of the study are presented in figure.



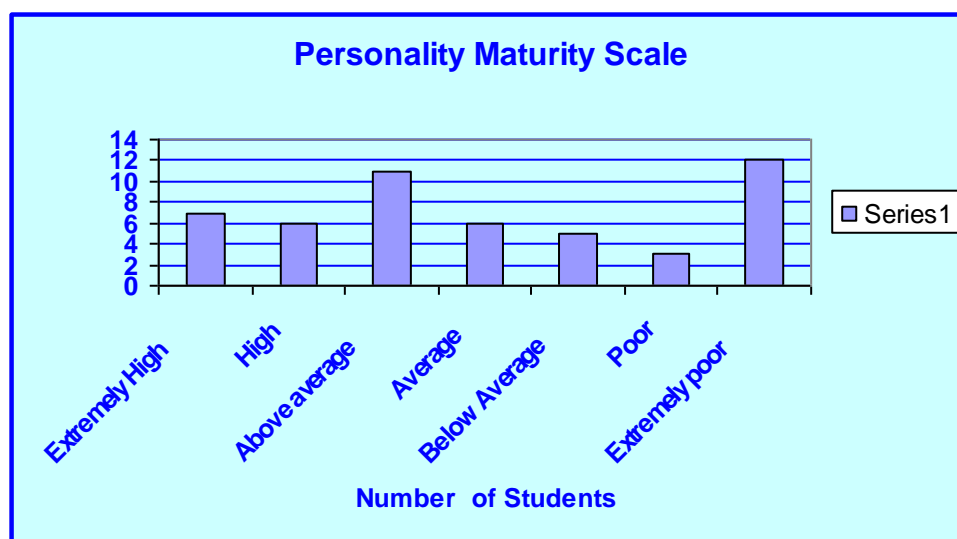
**Figure 1. Showing Self-Perception**

*Interpretation:* The figure 1 clearly reveals that majority students have perception ranging from extremely high to high and few have above average.



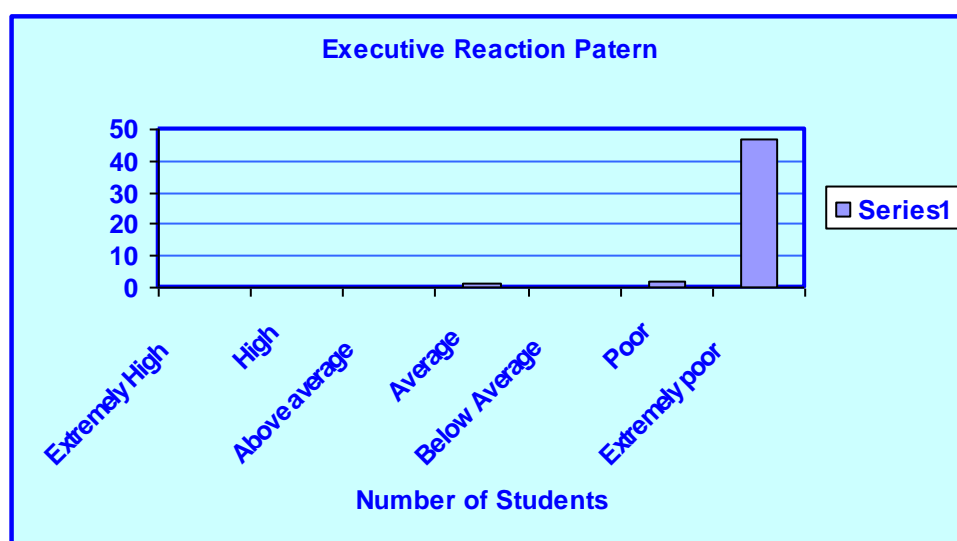
**Figure 2. Showing Organization Ability and Managerial Skills**

*Interpretation:* Organization ability and Managerial ability is shown by figure 2. Students also possess managerial skill ranging between extremely and high. Only seven students are in category of above average and average. This shows that students will be able to manage organization easily.



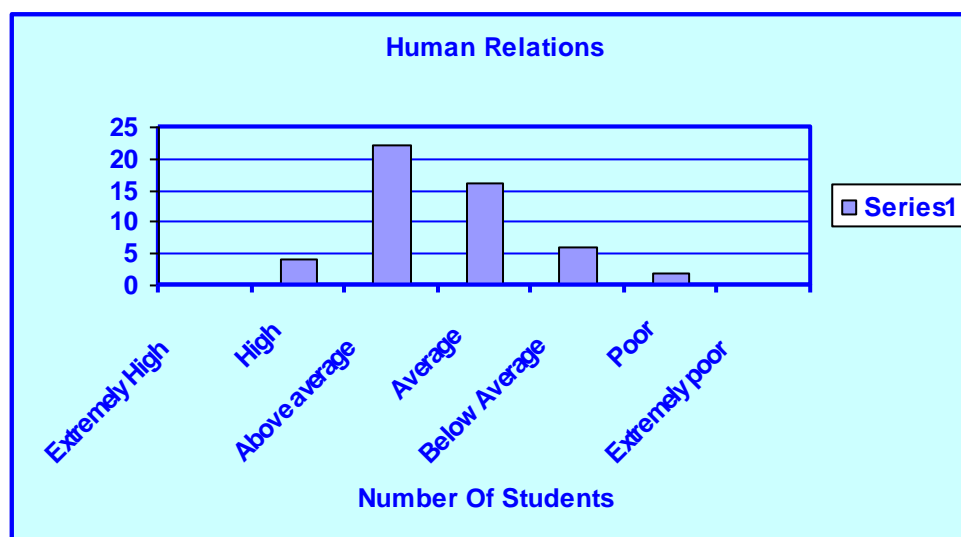
**Figure 3. Showing Personality Maturity Scale**

*Interpretation:* Figure 3 clearly indicates that as far as maturity and personality is seen in students there is a lot of variation. They are distributed from extremely high to extremely poor.



**Figure 4. Showing Executive Reaction Pattern**

*Interpretation:* Figure 4 is indicating executive reaction pattern is showing devastating result. 94% students are extremely poor, 4% are lying in poor category and 2% are in average category. This shows that this trait is lacking in students which need improvement in this area.



**Figure 5. Showing Human Relations**

*Interpretation:* As far as Human Relation is concerned, students are either above average, average or below average as seen from the figure 5.

For an entrepreneur it is very important to maintain human relations because whole of business is dependent on maintaining relationships. CRM which is given utmost importance can only then be maintained. It is unmistakably noted from the outcome that similarly more number of understudies need enthusiastic soundness and absence of discretion falls second. This might be the issue in light of the respondent's situation as an understudy. In this age bunch it might be normal. To ignore this issue, respondents must practice any physical exercise, reflection or yoga consistently. This makes an understudy to be solid both intellectually and truly to confront any enthusiastic irregularity by expanding the restraint. On the opposite side, because of absence of passionate soundness and discretion a portion of the understudies on finishing the course may get discouraged on observing the status of employment market. So it is the obligation of the facilitators in the schools and colleges to obviously clarify what's going on in the rest of the world and in work market. This makes the understudy to be clear about the truth. This causes the understudies to think autonomously and act appropriately and even it can direct them to begin their own endeavor.

## Conclusion

As far as Indian scenario is concerned students after completing their studies look forward for jobs in different companies but out of those students if some of them think of setting their own business, they will not only earn handsome amount for themselves but can provide bread and butter for several families. The success of entrepreneurial activities can greatly be influenced by support given by various institutions which can promote entrepreneurship traits among young boys and girls. The policies and inputs provided by these institutions can

accelerate the momentum of the process of the entrepreneurship development. If support is provided to students in area of finance, training, marketing, acquisition of market place, maintaining relationship they can not only start but sustain their business. Students should be guided and counseled in identifying the right resources from where to purchase, raw material, identification of proper location /market for sale of goods. In finance and in providing training and other technical assistance, coordinating with various banks, market guilds and wholesalers etc. enabling them to build contacts and networking for the growth of business, which would help them entrepreneur's liaison with other organization.

Analysis reveals that the decision to start a business cannot be solely explained by entrepreneurial psychological factors, it is rather based on a combination of personal environmental and social factors, together with triggering events. Further education either up to class 12<sup>th</sup> or above or some vocational training plays an important role in sustaining motivation. Family and business management techniques also contribute towards sustaining motivation among the entrepreneurs.

In this paper, entrepreneurship is presented as a concept as per contemporary and classical views. Attempt has been made to identify characteristics of entrepreneurs among students. Based on study entrepreneurs can be understood as someone who is employed under nobody and starts or buys a business unit of his own. Research has been done to find the extent of fine traits. It was seen that students are lacking this traits and there is need of developing courses which can improve their qualities of among the students. Students should be given practical exposure of working of industries and organization.

It is a known fact that the entrepreneurship amongst students is a recent concern. As the study reveals that the respondents possess the special training mainly in financial analysis, marketing and they expect guidance from institution by providing an internship basis practical opportunity. They expect that family should also encourage them to engage in entrepreneurship. This will definitely help the students to seek their identity and their role taking capability, which will help them to break new paths in the corridors of Indian history. It may seem very challenging but not impossible, making them adapt to change and learning to live with change would lead them to realizing their potential. The important thing that is needed for the educated youth is to develop. However these five traits are very important for entrepreneurs but traits like agreeableness, neuroticism and conscientiousness can't be neglected. Developing all these traits can build successful carriers.

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