
THE ROLE PLAY IN ENTREPRENEURSHIP DEVELOPMENT OF START-UP

Prof. Mohit P. Patel

Faculty of Commerce

Sheth C.D. Barfiwala College Of Commerce,
Sahyog Society, Sumul Dairy Road, Surat.

ABSTRACT

Entrepreneur is a skilled, skilled or knowledgeable person who initiates initiatives to create risky, uncertain and non-reputable activities for the purpose of getting an economic advantage. Industry contribution is important in entrepreneurship development.

Everyone has any qualities or ability of entrepreneurship. Those who develop such abilities or qualities as a hazard can become successful entrepreneurs. Industrial development has played a very important role in studying the development process of any country or community. Entrepreneurship plays the same part in the development of developed countries. If any country and society are studying the development process, the industrial sector has played a significant role in development. Industry has played the same part in the development of developed countries. And similarly the economic and geometry progression of the developing countries is also due to industrial development. Industrial development is basically a key to the development of the whole economy. But the important question is how to develop the enterprise. This question should be taken to organize industrial development activities for the problem solving. The entrepreneurial development programs can be developed by the youth, women and other entrepreneurial classes.

Key words: Features of Entrepreneur, Entrepreneurship Developmental Features, Need for Entrepreneurship Developmental, Start-Up Role In Entrepreneurship Developmental.

THE CONCEPT OF ENTREPRENEURSHIP:

You are aware that entrepreneurship is regarded as one of the four major factors of production, the other three being land, labor and capital. However, it should surprise you that as regards its French origin, the term 'entrepreneurship' (derived from the verb 'entrepreneur' meaning 'to undertake') pertained not to economics but to undertaking of military expeditions. So is true of many terms in management such as strategy (a course of action to beat the competition, the 'enemy') and logistics (movement of men and machines for timely availability), etc. Historically, as wars are followed by economic reconstruction, it should be no surprise that

military concepts are used in economics and management. It may be pointed out that whereas the wars are rare and far between, in today's competitive world, entrepreneurs wage wars everyday. There is a tremendous pressure to continually develop new products, explore new markets, update technology and devise innovative ways of marketing and so on. The term 'entrepreneur' was first introduced in economics by the early 18th century French economist Richard Canutillo. In his writings, he formally defined the entrepreneur as the "agent who buys means of production at certain prices in order to sell the produce at uncertain prices in the future". Since then a perusal of the usage of the term in economics shows that entrepreneurship implies risk/uncertainty bearing; coordination of productive resources; introduction of innovations; and the provision of capital.

We would like to define entrepreneurship as a systematic, purposeful and creative activity of identifying a need, mobilizing resources and organizing production with a view to delivering value to the customers, returns for the investors and profits for the self in accordance with the risks and uncertainties associated with business. This definition points to certain characteristics of entrepreneurship that we turn our attention to.

DEFINITION :

The term 'entrepreneurship' is often used synonymously with 'entrepreneur'. Though they are the two sides of the same coin, conceptually they are different. The entrepreneur is essentially a business leader and entrepreneurship is the function performed by him.

Robert Hisrich states 'Entrepreneurship is the process of creating something new and assuming the risks and rewards'

Arthur Cole states "Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain and aggrandize profit by production and distribution of economic goods and services."

B. Higgins: "Entrepreneurship means the functions 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 and commodities, discovering new sources of raw materials and selecting top managers of day to day operations of the enterprise."

B.C Tondon: "Entrepreneurship is the ability to create something new, organizing and coordinating and undertaking risk and handling economic uncertainty."

FEATURES OF ENTREPRENEUR:

An entrepreneur is a person who is action-oriented and highly motivated to take a risk and to achieve such a goal dot brings about a change in the process of generating goods or services or re-initiates progress in the advent of creating new organizations. Therefore, experts have nine characteristics for the entrepreneur from different conceptual viewpoints.

The characteristics that encompass the concept of the entrepreneur are discussed below:

1. Entrepreneur is an agent

An entrepreneur is perceived as an economic agent who assembles materials for producing goods at a cost that ensures profits and re-accumulation of capital. He is also understood as a change agent who brings about changes in the structure and formation of the organization, market and the arena of goods and services.



2. Entrepreneur is a risk taker

Many experts – old and new, have emphasized this characteristic. Back 1955, Redlich pointed out that an entrepreneur is a person who identifies the nature of risk and takes a decision. Later on, Burch, Meredith and other experts have agreed that entrepreneur is a risk taker while undertaking a venture.

3. Entrepreneur is a profit maker

An entrepreneur is an individual who establishes and manages the business for the principal purpose of profit and growth.

4. Entrepreneur is an achievement motivator

David C. McClelland has initiated this concept of the entrepreneur by calling him “as per sun with a strong desire for achievement.” Later on, Meredith and others have expressed the same concept while they termed “entrepreneurs are action-oriented, highly’ motivated individuals.”

Therefore, entrepreneurs have to have a deep-rooted need for achieving their goals.

5. Entrepreneur is a capital provider

Entrepreneur a person who operates a business by investing his or her capital. Abbett first pointed out this characteristic in 1967. It is supported by Nadkarni (1975) and Sharma (1981). They perceived entrepreneur as the founder of an enterprise who assembles necessary resources for the operation of the enterprise.

6. Entrepreneur is the determinant of the nature of the business

This characteristic /concept of the entrepreneur was promoted by Evans in 1957. It says that entrepreneur is the person or group of persons who perform the task of determining the kind of business to be operated.

Therefore, entrepreneurs promote diversified and distinct types of business in society.

7. Entrepreneur is an innovator

Joseph A. Schumpeter (1934) characterized entrepreneur as an innovator of new combination in the field of production. Later on Robinson (1962) and Hagen (1962) have described entrepreneur as a person who takes a small venture to the edge of success by his efforts, innovation and motivation.

Innovation is perceived by the Schumpeter as an action that introduces a product, a new quality, a new method of production, new market and new organization.

Therefore, entrepreneur innovates something that brings about disequilibria in the industry.

8. Entrepreneur is a reward receiver

An entrepreneur is a person who creates something new of value by devoting time and efforts and in turn receives monetary and personal rewards. Max Weber, Hartman, Hisrich and Peters have recognized this distinct phenomenon of entrepreneurs.

9. Entrepreneur is a challenge taker

It perceives entrepreneur as a person who accepts challenges for developing and exercising vigilance about success and failure to take a risk and to generate products.

The above-mentioned characteristics of an entrepreneur show that an entrepreneur is a dynamic person who promotes society and civilization by taking ventures that give an enormous variety of goods and organizations to bring about changes in the arena of industrial activity.



Qualities of an Entrepreneur

Entrepreneurship is the result of the entrepreneurial quality of entrepreneurs. What makes entrepreneurs successful is still a debate. Experts have listed a long list of qualities relating to general, mental, economic, social and personal traits of entrepreneurs.

Qualities for an entrepreneur are;

1. Self-Confidence.
2. Tasks or Result Oriented.
3. Risk Taker.
4. Leadership.
5. Originality.
6. Future-oriented.

WHAT IS ENTREPRENEURSHIP DEVELOPMENT?

Entrepreneurship development is concerned with the study of entrepreneurial behaviour, the dynamics of business set-up, development and expansion of the enterprise. Entrepreneurship development (ED) refers to the process of enhancing entrepreneurial skills and knowledge through structured training and institution-building programmes. It basically aims to enlarge the base of entrepreneurs in order to hasten the pace at which new ventures are created. This accelerates employment generation and economic development.

Entrepreneurship development focuses on the individual who wishes to start or expand a business. Small and medium enterprise (SME) development, on the other hand, it also focuses on developing the enterprise, whether or not it employs or is led by individuals who can be considered entrepreneurial. Furthermore, entrepreneurship development concentrates more on growth potential and innovation than SME development does. However, many of the lessons learned from experiences in both types of development are similar.

Entrepreneurship is promoted to help alleviate the unemployment problem, to overcome the problem of stagnation and to increase the competitiveness and growth of business and industries. Various attempts have been made to promote and develop entrepreneurship. By giving specific assistance to improve the competence of the entrepreneur and his enterprise so as to enhance his entrepreneurial objectives and accommodate more people to become entrepreneurs as well.

FEATURES OF ENTREPRENEURSHIP DEVELOPMENT:

We are a nation of huge potential because one of our biggest strengths as compared to other countries is our young workforce. We have one of the largest work-forces in the world and that translates into two things – creating enough jobs to employ this talent and leveraging its inherent potential. Courses related to entrepreneurship will cover this impact of entrepreneurship development in detail, but as we can see, it is posed to play a significant role in alleviating the country's unemployment issues.

There are some features that entrepreneurship development has which need to be recognized so that one can focus on using those for overall growth.

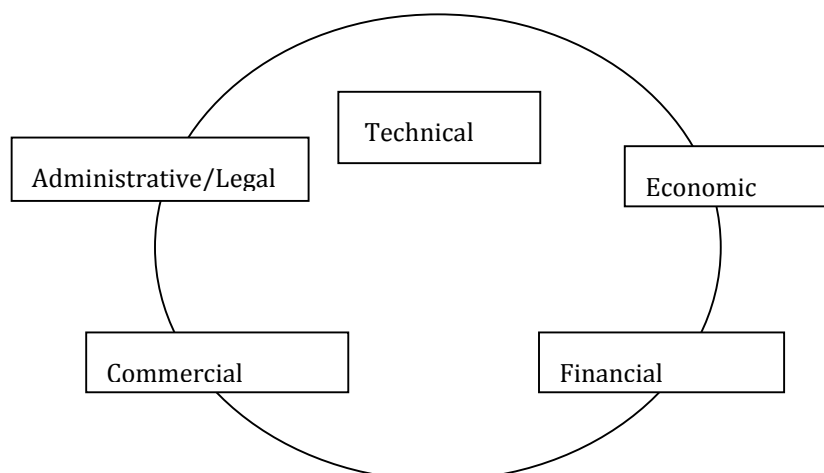


1. There is a formula for success – Yes, there is a formula for success, for every venture. But it is not the same for each company or each entrepreneur. There is a logical reason for why a particular venture does well and another collapses. That formula is a combination of many factors which are applicable in the context of that organization or startup. An entrepreneur must have the foresight to develop that formula for his or her own venture.
2. It may or may not show drastic growth within a short time frame – It is usually believed that startups become huge successes overnight. Many people think of this has a fast growing segment with many support networks, funding sources and even conducive regulations. Even so, not all entrepreneurial ventures show that steep growth trajectory. So the entrepreneur needs to build an internal resilience.
3. The passion is non-negotiable –Many people fall into the trap of processes when the venture starts to gain momentum. While the processes are critical, what is more important is the continuous presence of passion. The drive that had led to the creation of the entrepreneurial venture should remain strong and persistent. That it what will determine the next phase of growth. That passion and commitment is a key feature of entrepreneurial development.
4. The ability to take risk – An entrepreneur is a risk taker. But he or she is not a risk-taker who does it in an unplanned manner. The risk is almost always a well-researched and calculated one. That reduces the margin of error and the yet allows space for innovation. The risk is also purposeful and it has an end goal. The path that might be used to achieve it can be unconventional.

These are some big features that define entrepreneurial development and shape it up. They also create the character and culture of the venture in the long run, since they stem from the founder himself or herself.

THE PROCESS OF ENTREPRENEURSHIP DEVELOPMENT:

Entrepreneurship does not emerge spontaneously. Rather it is the outcome of a dynamic process of interaction between the person and the environment. Ultimately the choice of entrepreneurship as a career lies with the individual, yet he must see it as a desirable as well as a feasible option. In this regard, it becomes imperative to look at both the factors in the environment as well as the factors in the individual as having a bearing on the perception of desirability and feasibility and thereby entrepreneurship development.



One may, therefore, model the process of entrepreneurship development in terms. In general, capitalist economy with its emphasis on individual achievement is more suitable for entrepreneurship. Lower rates of taxation on personal income, lower rates of interest and moderate inflation stimulate Technical Administrative/Legal Economic Commercial Financial entrepreneurial activity. (Can you think why it is so?) Moderately low external value of domestic currency or in other words, moderately lower exchange rates, stimulate import substituting and export promoting entrepreneurship. (Can you rationalise why?). Well developed financial system, good infrastructure, helpful bureaucracy all these have a favourable impact on entrepreneurship. Specially designed and dedicated institutions such as National Institute for Entrepreneurship and Small Business Development (visit, niesbud.nic.in), Entrepreneurship Development Institute of India (visit, www.ediindia.org) that conduct entrepreneurship awareness and entrepreneurship development programmes (EAPs and EDPs) a further fillip to this activity.

An important enabler or disabler of entrepreneurship is the prevailing socio-cultural milieu. Those societies that respect individual freedom to choose among occupations, that encourage the spirit of enquiry, exploration and experimentation, celebrate individual accomplishment and in general accord important status to the entrepreneurs are likely to have self-sustaining supply of able and willing men and women for taking to entrepreneurship as a career.

NEED OF ENTREPRENEURSHIP DEVELOPMENT

In our country the need of ED arises due to the following reasons: 1. To gear and speed up the process of activating the factors of production.

1. To lead a higher rate of economic growth and development.
2. Scattering of economic activities in all the areas of the country.
3. To develop the backward and tribal areas.
4. To create more /additional employment opportunities for youth.
5. To ameliorate the living standard of weaker-section of the society.
6. To participate and involve all the sections of the society in the process of growth.
7. To utilize and explore the abundant natural resources of our country.

ROLES OF ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT OF A COUNTRY:

1. Wealth Creation and Sharing:

By establishing the business entity, entrepreneurs invest their own resources and attract capital (in the form of debt, equity, etc.) from investors, lenders and the public. This mobilizes public wealth and allows people to benefit from the success of entrepreneurs and growing businesses. This kind of pooled capital that results in wealth creation and distribution is one of the basic imperatives and goals of economic development.

2. Create Jobs:

Entrepreneurs are by nature and definition job creators, as opposed to job seekers. The simple translation is that when you become an entrepreneur, there is one less job seeker in the economy, and then you provide employment for multiple other job seekers. This kind of job creation by new and existing businesses is again is one of the basic goals of economic development. This is why the Govt. of India has launched initiatives such



as StartupIndia to promote and support new startups, and also others like the Make in India initiative to attract foreign companies and their FDI into the Indian economy. All this in turn creates a lot of job opportunities, and is helping in augmenting our standards to a global level.

3. Balanced Regional Development:

Entrepreneurs setting up new businesses and industrial units help with regional development by locating in less developed and backward areas. The growth of industries and business in these areas leads to infrastructure improvements like better roads and rail links, airports, stable electricity and water supply, schools, hospitals, shopping malls and other public and private services that would not otherwise be available.

Every new business that locates in a less developed area will create both direct and indirect jobs, helping lift regional economies in many different ways. The combined spending by all the new employees of the new businesses and the supporting jobs in other businesses adds to the local and regional economic output. Both central and state governments promote this kind of regional development by providing registered MSME businesses various benefits and concessions.

4. GDP and Per Capita Income:

India's MSME sector, comprised of 36 million units that provide employment for more than 80 million people, now accounts for over 37% of the country's GDP. Each new addition to these 36 million units makes use of even more resources like land, labor and capital to develop products and services that add to the national income, national product and per capita income of the country. This growth in GDP and per capita income is again one of the essential goals of economic development.

5. Standard of Living:

Increase in the standard of living of people in a community is yet another key goal of economic development. Entrepreneurs again play a key role in increasing the standard of living in a community. They do this not just by creating jobs, but also by developing and adopting innovations that lead to improvements in the quality of life of their employees, customers, and other stakeholders in the community. For example, automation that reduces production costs and enables faster production will make a business unit more productive, while also providing its customers with the same goods at lower prices.

6. Exports:

Any growing business will eventually want to get started with exports to expand their business to foreign markets. This is an important ingredient of economic development since it provides access to bigger markets, and leads to currency inflows and access to the latest cutting-edge technologies and processes being used in more developed foreign markets. Another key benefit is that this expansion that leads to more stable business revenue during economic downturns in the local economy.

7. Community Development:

Economic development doesn't always translate into community development. Community development requires infrastructure for education and training, healthcare, and other public services. For example, you need highly educated and skilled workers in a community to attract new businesses. If there are educational institutions, technical training schools and internship opportunities, that will help build the pool of educated and skilled workers.

A good example of how this kind of community development can be promoted is Azim Hashim Premji, Chairman of Wipro Limited, who donated Rs. 27,514 crores for promoting education through the Azim Premji Foundation. This foundation works with more than 350,000 schools in eight states across India.



So, there is a very important role for entrepreneurs to spark economic development by starting new businesses, creating jobs, and contributing to improvement in various key goals such as GDP, exports, standard of living, skills development and community development.

WHAT IS A STARTUP?

Currently a clear definition of a 'Startup' does not exist in the Indian context due to the subjectivity and complexity involved. Considering various parameters pertaining to any business such as the stage of their lifecycle, the amount and level of funding achieved, the amount of revenue generated, the area of operations, etc, some conceptual definitions are available in the public domain. These have been sourced and enumerated below to provide an indicative understanding on the space to the reader. The Department of Industrial Policy and Promotion (DIPP) is also working around a clear definition for startups and is expected to make it public in due course.

WHAT IS THE ROLE OF A ENTREPRENEURSHIP DEVELOPMENT IN A STARTUP?

A great advertising solution to get high quality customers.

Promote your business on Quora - it's where people look for reliable information about your industry.

It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.



The term conveys a strategic and pivotal role in the growth of a Entrepreneurship development. It is both sophisticated and all-encompassing in its meaning of the word "development."

So, basically this role holds a very important role in development of a business venture especially a startup which needs growth rate faster than already established business. For a Entrepreneurship development executive, it is very important to have faith in Organization and the product.

ROLE OF ENTREPRENEURSHIP DEVELOPMENT:

- Study the product in detail for measuring the market
- Generating leads after market research
- Creating new clients and maintaining the old ones with a smooth relationship with all



- Employing new methods to generate leads like social media campaign, digital marketing, advertisements etc.
- Regular discussion and planning with the manager to generate more strategies and plans to get more traffic
- Well updated about new marketing procedures and following them to earn profit
- Studying enterprises and their needs to pitch them. This requires the art of blending
 - Requirement of each industry is different but product remains same, so a Entrepreneurship development should present the product in a way it appears useful
 - This can be done via presentations, proposals which will offer a brief review and this way one can gain the attention of the vendors
 - Generating contacts and regular follow ups required. Good follow up will help earning referrals too via word of mouth
- A Entrepreneurship development executive must be technically sound with good communication skills and convincing power
 - Communication will help a Entrepreneurship development in gaining attention and generating a good first impression which will last long
 - Being technically sound will let him implement all possible tools and technologies to develop more business
 - A Entrepreneurship development needs to convince a new lead to drag him to buy the product and this also includes negotiation
- If handling a team, Entrepreneurship development should make sure he/she trains his group properly to prepare them to handle the market
- Strong follow up, full-filling the deadlines on time, no lagging or pending work, meeting targets are some more factors which are important for a BDE in a startup.

A Entrepreneurship development is promised a better growth if his tasks are up to date and creative enough to add to the growth rate of a startup or any other organization.

No matter how busy you are, you must take time to make the other person feel important. If you get a client you need to make sure that you get in touch with them often. This is how you can network with your client also gain more leads based on reference. Make your client feel special and they will always think of you when looking for a business solution.

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