

## **DEVELOPING ENTREPRENEURIAL COMPETENCIES THROUGH ENTREPRENEURSHIP DEVELOPMENT PROGRAMME**

**(The secondary data is used to extend the survey.  
Published data is duly acknowledged.)**

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### **ABSTRACT**

*Entrepreneurs are born not made is the false say on which Indian tradition was stick earlier. Entreprises were concentrate only in some specific communities. Skills required for business were posses by these family members which cannot be achive by others was the myth. According to growth of population more and more entrepreneurs should be supplied. Entrepreneurship development has therefore become a matter of great concern in all countries. Entrepreneurship development programmes, or EDPs in short, are deemed to offer the solution to this problem. EDP can help to induce competencies in entrepreneurs which are Knowledge, Skill and Motive based.*

*Competancy or skills or traits learn make the entrepreneur perfect and these can be learn through EDP. The success of competency learing is depends upon how successfully the enterprenuer is adopting and applying the traits in the business. SSI and EDP are attach with each other through training programme and support they offer to develop and maintain the attitude and business.*

**Key Words :** *EDP : To Development and improve entrepreneurship skill, different programmes are designed for different trades, industries, and big projects.*

### **INTRODUCTION:**

Development of small scale industries i.e.creation of entrepereners was a difficult hardle to cross. From ancient time enterprises were a monopoly of certain communities. It was faith that the family members of these families can set the business and develop it. Business families were few in campre to increasing population. Development of Small scale industry depended only upon the entrepreneurs. Be an entrepreneur is an attitude. Attitudes that shows the entrepreneurial preposition play a significant part in a making a successful entrepreneur.

Entrepreneur values and traits is the another corner for success of business which result in superior performance. The question that arises is whether these characteristics are inborn in the entrepreneurs or whether they can be induced and developed?

Entrepreneurs are born not made is the false say on which Indian tradition was stick earlier. Entrepreneurs were concentrate only in some specific communities. Skills required for business were possess by these family members which cannot be achieve by others was the myth. According to growth of population more and more entrepreneurs should be supplied. How? How they can achieve the urge to be an entrepreneur?

### **MEANING :**

It is correct to say that India got the political freedom on 15<sup>th</sup> August 1947, but not the economic freedom. And to get economic freedom (poverty and unemployment) was the biggest challenge before the country. The fight for economic freedom started in 1950 in the form of planned development. Then, it was realized that the way to get rid of poverty and unemployment some special planning is required. As a part, expert advised to focus on small scale industries. Employment generation was possible with the development of small – sector during the early sixties.

### **OBJECTIVES :**

To study the competencies of entrepreneur.  
To study how competencies developed through EDP.

### **RESEARCH METHODOLOGY :**

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In order to answer the question, whether this need for achievement could be induced, McClelland conducted a five-year experimental study in one of the prosperous districts of Andhra Pradesh in India in collaboration with the Small Industries Extension and Training Institute (SIET) at Hyderabad. This experiment is popularly known as the ‘Kakinada Experiment’. Under this experiment, young persons were selected and put through a three-month training programme and motivated to see fresh goals. One of the significant conclusions of the experiment was that the traditional beliefs did not seem to inhibit an entrepreneur and that suitable training can provide the necessary motivation to entrepreneurs. It was the Kakinada Experiment that made people appreciate the need for entrepreneurial training (now popularly known as EDPs) to induce motivation and competence among young prospective entrepreneurs. Based on this realisation, India embarked in 1971 on a massive programme of entrepreneurship development. At present, some 700 all India and state level

institutions conduct EDPs. This model is followed in other countries too, such as the 'Junior Achievement' programme in USA and 'Young Enterprises' in UK.

Entrepreneurship development has therefore become a matter of great concern in all countries. Entrepreneurship development programmes, or EDPs in short, are deemed to offer the solution to this problem. EDP can help to induce competencies in entrepreneurs Which are Knowledge, Skill and Motive based.

Knowledge is the collection and retention of information in the mind whereas skill is the ability to demonstrate a system and sequence of behavior which resulted something observable and Motive is an urge to achieve ones goal what McClelland terms 'Achievement Motivation'

### **Objectives of Entrepreneurship Development Programme :**

1. Motivate Entrepreneurial skills
2. Help analysis various options to select the most appropriate product suiting to the market.
3. Understand process and procedure to setting up a SSI or biggest unit.
4. Formulating the detail project report.
5. Develop various business related skills of marketing quality aspect, Human Resource Management & Entrepreneurship etc
6. To know possible risks and failure and learn to overcome these.
7. Team Building, Technology upgradation and growth.
8. Communication system and decision analysis
9. To get acquainted with minimum paper work and contribute needs
10. To educate on basis of Indian Laws, Factory Act, Workers Act, Copyright etc

### **Course Contents :**

#### **General Introduction :**

All participants are introduced to role of entrepreneur, factors affecting SSI, facilities available, rules regulations, environmental factors.

Management Skills: Planning, Organising, Coordination, Finance, Marketing, HRM Skills enable them to run their business smoothly and successfully.

#### **Support system and Procedure :**

The participants are informed about the agencies and institutions available to support them. Knowledge is given for Project writing, report writing.

### **Plant Visits :**

Plant visits are also arranged. It help participants know about the pergsonality, thoughts, aspirations.

EDP helps participants to start their own enterprise. and to develop the skills. But the main object is to develop the competncies or traits of entrepreneurs which are catagories as follows:

The qualities of entrepreneurs are mainly divided into three main categories i.e. Leadership, Innovative Perfectionist

### **Leadership :**

According to Adam Smith Every entrepreneurs has the ability to use his resources optimum which can benefited for his business. Leadership qualities facilitate him to develop his entreprise. Innovation and invention is the ability which stabilise his business in the cut throat Competition. EDP focus to devevelop the leaders the ladership abilities by appointing a counsellor or successful enterprenuer to discuss with them how to make business successful.

**1. Initiative:** Enterprenuer initiate the business. He takes initiative develop the new ideas for business.

**2. Persistence :** He makes the repeats efforts to overcome obstacles that get in the way of reaching the goal.

**3. Proper Planner :** A person with planning ability can properly identify the sequence of action.

**4. Problem solver:** Always tries to find out ways and means to tide over the difficult time. He is always ready for critical situations,

**5. Assertive:** He is a positive person to communicate with the persons related with business.

**6. Employee's Well Wisher :**He treats workers as a family member. He has great concern about the safety and health of his employee. He cares about their emotions and feelings.

**7. Effective Strategist :** He makes strategy for his business to get the standard achieve and to stay in the market.

**Perfectionist :** It is customers market.

1. **Quality Conscious** : He want to touch the standerd that set by the market. He wants to manage his resources according to the set quality and get that.
2. **Committed to work** : He bounds his business by 24/7. He scarifices for his work to get in time and as per quality.
3. **Efficiency seeker**: He wants to complete his task in minimum resources, cost and time.
4. **Self Confidence**: He knows his abilities strong and weak points. He is confident enough to manage his business in his own way
5. **Efficient Monitor** : He supervise his work as and then to complete it as per norms laid down Reach the standerd.

**Innovative :**

Entrepreneurs should be a good innovator. He should capable enough to find out market opportunities and turn his product according to customers satisfaction. It is more often to make customer delighted than happy to stick his customer to his product and be loyal to his product. A market researcher should appointed to discuss the current situation of market.

1. **Looking for opportunities**: He is the one who search for opportunity and grab them for his business.
2. **Information Seeker** : He takes research to reach to get the opportunities and consult to the expert for information. These traits can be develop with EDP .



Figure 1: Leadership Competencies

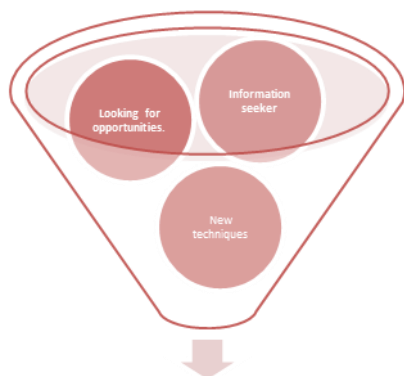


Figure 3 :Innovative Competencies

Figure 2 : Perfection Competencies

Leadership traits decides the success of business. It is the combination of both inherit qualities plus traits can be develop through training.EDP can appoint a councillor, trainer, successful entrepreneur to teach the qualities and develop the entrepreneur attitude.

Perfection comes through the practice. Hunger to achive the target and standred is the competency which is important for perfection. Entrepreneur should be a good supervisor, good monitor and having loads of self confidence.These traits are not easy to achive. Only a strong will or power of achivement can

help to get the standred.

Innovation and invention is the key to success. Entreperenuer should be a good surveyier and can analyse and investigate the market situations and opportunities to expand his business. Difficulty situations are the opportunities. The product should flexible enough to accomodate the modern changes. Risk taking for business is the nature of entrepreneurs.

### Developing Competencies :

As discuss earlier, competency results in a superior performance and it can be inject through training and sharpen the competency by

1. Deciding what a particular competency means. Understand and recognise it. How it is develop?
2. Make the self assessment. Whether it is acceptable? how? i.e. How I can develop the production process? what are my constrains? can I avoid them? or which new things can I learn?
3. After acquiring competency how can I practice them? How frequentlyI am using? how can I apply it in day to day life to make the process perfect?
4. What changes entrepreneur notice after using competency?

### CONCLUSION :





Competency or skills or traits learn make the entrepreneur perfect and these can be learn through EDP. The success of competency learning is depends upon how successfully the entrepreneur is adopting and applying the traits in the business. SSI and EDP are attach with each other through training programme and support they offer to develop and maintain the attitude and business.

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