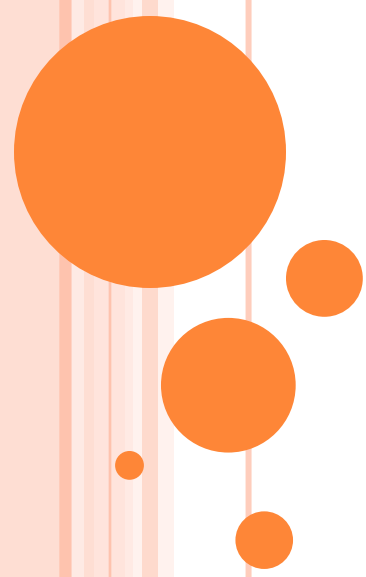
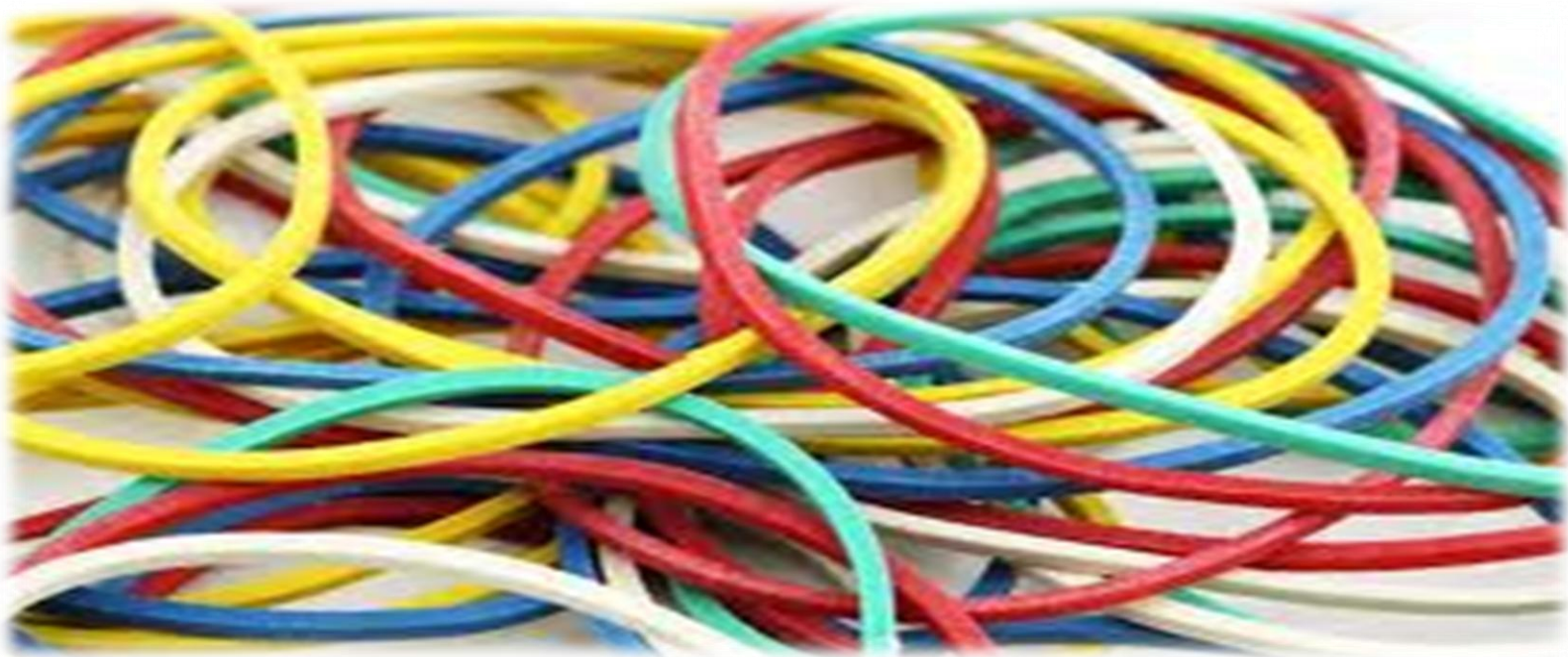


*NATURE & DEVELOPMENT OF
ENTREPRENEURSHIP*



TASK

- Think for Innovation / Entrepreneur
- Sale this rubber band of 10/- for 90/-



INNOVATION



- Think for Innovation / Entrepreneur
- Playing
- Stress Buster
- Fashion - Colour
- Easy to carry
- Quality



SHORT MOVIE CLIP



NATURE :

- He is opportunity seizer and not an opportunist.
- He will look to the future and seize business opportunities
- He not only seizes opportunities but many a time converts problems into opportunities



DEVELOPMENT:

Factors Influencing Entrepreneurship :-



Individual



Socio –Cultural

Support System

Environment



All Round
“Support”



THE INDIVIDUAL

- 3 elements – Motivational Factors
 - ❖ Entrepreneurial Motivation
 - ❖ Personal Efficacy
 - Project development
 - Enterprise management
 - ❖ Coping Capability



ENVIRONMENT

- ❖ Knowledge About
 - ✓ Economic – Political environment
 - Economic policies –Govt.
 - Financial - Commercial Institutions



SOCIO - CULTURAL

- Family Background
- Norms & Values – immediate social circle
- Attitude & Value – Developing normative behavior
- Normative:
 - Family expectations and pressure
 - Family role in small business
- Socialization



SUPPORT SYSTEM

- Corporation specially – Set-up to Develop entrepreneurship and small industries in a region.
- Financing institutions including banks
- Large industrial establishments interested in developing ancillary industriesetc.



A STUDY OF ENVIRONMENTAL FACTORS

- Entrepreneurial Behaviour (EB) is a function of an individual's personality characteristics and environmental factors

- $EB = f(P, E)$

- *Where,*

- P = Personality Characteristics*

- E = Environmental Factors*



E = ENVIRONMENTAL FACTORS

- ❖ Micro level

- ❑ Social / Psychological – family, peer group, formal / Informal association
- ❑ Financial
- ❑ Material Availability
- ❑ Technology availability / applicability

- ❖ Macro Level

- ❑ Increase in profits
- ❑ Increase in turnover
- ❑ Increase in assets



VARIABLES OF STUDY



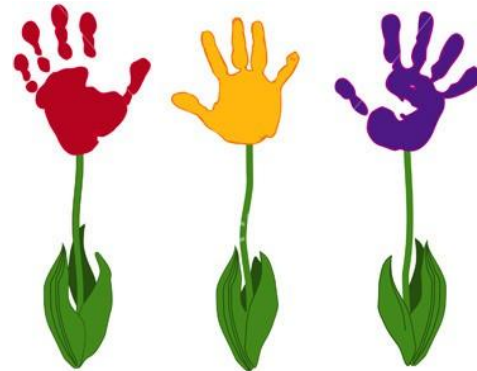
Educational Background



Prior Occupational Status



Age – Friends - Community



Family Size – Parents – Joint family – Migration – Peer Group



VARIABLES OF STUDY



Association Membership



l Status of family



Availability of Material & Technology



SHORT MOVIE CLIP



DEVELOPMENTAL THEORY OF ENTREPRENEURSHIP

- Process of Occupational Period
- 1) Fantasy Period
- 2) A Tentative Period
- 3) The Final Period of Realistic Choice



GENERAL PROCESS – OCCUPATIONAL CHOICE

Fantasy Period	Tentative Decision Making Period	Stage of Exploration and preparation for implementing the decision
<p>Free Expression of a wish without any consideration of expediency</p>	<p>Interest: Includes all vocations which appeal to the individual</p> <p>Preference: Involves comparison of the relative attractiveness to the subject of several vocations</p>	<p>Crystallized choice very close to the decision</p>

MODEL FOR ENTREPRENEURSHIP DEVELOPMENT

-----First Cycle-----		-----Second Cycle-----	
N- Achieve Stories in Text Books	Entrepreneur	Family's Support	OD Consultancy
Fantasy Stage	Tentative Decision Making Period & Stage of Exploration and implementing the decision	Trial Stage	Commitment & Stability
N- Achievement stories through mass media	Entrepreneur journals/Institutes providing information About entrepreneurial opportunities	Support Systems of the Govt.	OD Consultancy
-----First Cycle-----		-----Second Cycle-----	

THANK YOU

