



# ENTREPRENEURSHIP CHANGE IN INDIAN GLOBAL SCENARIO: SPECIAL REFERENCE TO CHANDRAPUR DISTRICT, MAHARASHTRA

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## -----ABSTRACT-----

*Chandrapur district has rich legacy of historical background. It is linked with Gadchiroli and Hyderabad. The railway route for Delhi-Madras goes via Chandrapur. The researcher has selected sample of 100 small-scale entrepreneurs from Chandrapur district with random & stratified sampling method. Entrepreneurship in Chandrapur District is mostly developed by first generation entrepreneurs, but heavily concentrated in urban area. They specially preferred the proprietary organization because of easy to start with small investment. Efforts should be made for the development of industries in semi-urban and rural areas.*

## INTRODUCTION

During the last few decades there has been a tremendous change in the field of business. All most all corporations namely; economy, business, life, society and environment have been affected due to Globalization. This change are mostly related to information transfer and innovation in information and communication technology. Due to globalization there is an increased competition in every field of business and commerce. This competition can be related to product and service cost, target market, adoption of technology, quick production of companies etc. The attitude of business culture undergone a drastic change because of globalization process. Hence it is important to study the current situation of business in Chandrapur district.

Chandrapur district has rich legacy of historical background. It is 190 km from Wardha on Wardha Kazipeth railway route, and it is linked with Gadchiroli and Hyderabad. The railway route for Delhi-Madras goes via Chandrapur. There is an abundant coal availability and there are many coal mines in the district. Chandrapur is famous for its Mahakali Mandir. People all across Maharashtra come for Mahakali Mata's darshan. The rainbow of social harmony and secularism has incorporated with the life of Chandrapur, The region was first under the rule of the Gond Kings, then it was associated with Madras state during the period of C.P. and Berar.

## OBJECTIVES OF THE PAPER

The paper aims at following objectives –

- To make a profile of entrepreneur & enterprise in Chandrapur District.
- To assess global competency of entrepreneur in Chandrapur District.
- To make observations, conclusions and to make suggestions for improvement.

## HYPOTHESIS OF THE STUDY

- The entrepreneur from Chandrapur district has necessary qualities to enter in global market.
- They are enough competent to enter in Global competition.
- The impact of Globalization is clearly visible in all aspects of business world.

## METHODOLOGY OF THE STUDY

The researcher has selected sample of 100 small-scale entrepreneurs from Chandrapur district with random & stratified sampling method. The data was collected with the help of structured questionnaire & personal interview. The data generated has been organized in tabular form wherever necessary & analyzed with the help of percentages in order to draw meaningful conclusions.



**Entrepreneur**

The entrepreneur is the pioneer in the field of economic development of any country. They play a vital role in generating new employment, wealth & social health.

Previously entrepreneur as per French meaning was, ‘One who undertakes’ now in modern sense, he is an innovator, smart worker, opportunists & challenge taker. According to Peter Drucker, “Entrepreneur always search for change, respond it & exploit it as an opportunity”. He should have following ten qualities.

- Strategic thinker and doer.
- Customer orientation.
- Global experience
- Flavour for hi-tech experience.
- Visionary leader.
- Track record of success.
- Change master.
- Integrity.
- Creativity, innovation & entrepreneurship.
- Self-motivator, achiever & team builder.

The paper is based on study made by researcher in Chandrapur district Maharashtra. In this globalization, entrepreneurship practice in India is changing & the same is happening in Chandrapur district also.

**LIMITATION OF THE STUDY**

The sample is selected from small-scale industries located in Chandrapur district, which have registered at District Industry Centre, Chandrapur upto 31<sup>st</sup> March 2015.

**Entrepreneurship in Chandrapur District.**

The researcher has collected data from selected sample entrepreneurs and presented in following table.

**(A) General**

Sr. No.	Particular	Percentage (%)
1	Area of location: Urban	69.50%
	Semi-urban	18.50%
	Rural	12.00%
2	Type of organization: Proprietary	46.50%
	Partnership	37.00%
	Pvt. Ltd. Co.,	16.50%
3	Nature of Activity : Manufacturing	61.50%
	Processing	19.00%
	Job work	15.00%
	Servicing	04.50%
4	Type of Management: Family Mgt.	80.00%
	Professional Mgt.	08.00%
	Both	12.00%
5	Type of Family: Joint Family	50.50%
	Nuclear Family	49.50%
6	Occupational Status of Family : Business	42.50%
	Non Business	57.50%
	Agriculture& Service Families)	
7	Generation : First Generation	66.00%
	Second Generation	28.00%
	Third Generation	06.00%



**(B) Global Competency:**

Sr.No.	Particular	Percentage (%)
1	Educational Qualification : Professional & Technical	46.00%
	Non professional (Graduate, PG etc.)	54.00%
2	Computer Application : Users	68.00%
3	Acquisition of skill : Born Entrepreneurs	35.00%
	Made entrepreneur (Experience, training etc.)	65.00%
4	Formal Training : Skill oriented (Technical, Entrepreneurial)	55.00%
	Managerial (Mgt, Seminars etc.)	45.00%
5	Knowledge about Globalization, e-commerce, VAT etc.	80.00%
6	Research and Development Activity: (Improvement in Quality, reduction in cost, reduction in wastage etc.	68.00%
7	ISO / ISI Mark	31.00%
8	Change, Diversification etc. - Change (Modify the existing system)	53.00%
	- Diversification (Different type of business)	47.00%
9	Area of Market - Export	33.00%
10	Customer Relationship Management (Quality & in time supply, Regular feedback etc.)	66.00%
11	Educational Qualification of Managerial staff: (Prof. / Tech.)	35.00%
12	Reasons of Entrepreneurship: - Accepting Challenges	93.00%
	- Social Status	78.00%
13	Problems (Challenges)	
	Shortage of Power supply	50.00%
	Tough Competition	80.00%
	Heavy Absenteeism	52.00%
	High Interest Rate	69.00%

**ANALYSIS AND INTERPRETATION OF DATA**

**(A) General**

- (1) Entrepreneurship in Chandrapur district is heavily concentrated in urban area.
- (2) They specially preferred the proprietary organization because of easy to start with small investment.
- (3) Majority of them belongs to manufacturing activity, because of foundry belt.
- (4) Family management is the culture of Chandrapur District but they have neglected professional management, which is very much necessary for global competition.
- (5) Joint family background is the acceptable nature of entrepreneur of Chandrapur District.
- (6) More than 3/4<sup>th</sup> entrepreneurs are of first generation. It means majority of entrepreneurs are creator & founder of their own ventures.

**(B) Global Competency**

- (1) Higher number (47%) of entrepreneurs is professional / technically qualified which is the strength of this area in Global context.
- (2) Nearly 2/3<sup>rd</sup> entrepreneurs applies computer for their business, which helps them for e-communication, e-business etc.
- (3) Majority of entrepreneurs are of made category. They developed themselves with experience & training.
- (4) 65% entrepreneurs have taken skill oriented training & 35% of them have taken managerial training, which is useful for modernizing their production system.



- (5) Majority of entrepreneurs are ready to accept challenges of globalization, e-commerce, VAT etc. Hence they have positive opinion about those things.
- (6) Majority of entrepreneurs are using R & D activity in their business for improvement in quality of work, reduction of cost, minimization of rejection, control of damage etc.
- (7) Though, few entrepreneurs (31%) have taken ISO / ISI mark for their product, but at the same time many other entrepreneurs are interested in taking ISO / ISI mark, it is good indication in global context.
- (8) 52 % entrepreneurs have changed & 46% have diversified their activity, which shows that Chandrapur based entrepreneurs are quite aware of change according to requirement of market.
- (9) More than 1/3<sup>rd</sup> entrepreneurs are related to export market, of which majority are related to Automobile industries.
- (10) 2/3<sup>rd</sup> entrepreneurs are using modern CRM techniques like quality & in time supply, regular feedback from customers etc. it shows that they know global marketing strategy.
- (11) 35% entrepreneurs have appointed professionally / technically qualified managerial staff which helped them more competent in global competition.
- (12) Acceptance of challenges & social states are the main reasons of entrepreneurship development in Chandrapur District.
- (13) Shortage of power supply, tough competition, heavy absenteeism & high interest rate are the main problems before entrepreneurs of Chandrapur District.

### **CONCLUSIONS AND SUGGESTIONS**

- (1) Entrepreneurship in Chandrapur District is mostly developed by first generation entrepreneurs, but heavily concentrated in urban area.
- (2) They are mostly form joint family background and manage their business mainly by members & their family.
- (3) More than 50% entrepreneurs belong to agriculture and service families. It shows that youth from non-business families are coming forward to take challenges of business.
- (4) They are well professional / technically qualified & using computers in their business activity.
- (5) They are mostly made entrepreneurs. (by experience & training) and have taken skill oriented training.
- (6) They are quite competent to enter into global business because they are using R & D activity, they have taken ISO / ISI mark for their product & they have knowledge about globalization & e-commerce. They have appointed professional qualified managerial staff.

### **Suggestions**

- (1) Efforts should be made for the development of industries in semi-urban and rural areas.
- (2) It is suggested that for expansion of business with global out look, for use of modern techniques like ISO standard, enrolment in the list of multinational companies, as a competitor vendor, entrepreneurs from Chandrapur district should convert their organizations into private limited co. organizations.
- (3) The entrepreneurs should apply professional management.
- (4) Special export zones should be formed for engineering goods in Chandrapur district for information, consultancy about export formalities.
- (5) Agro based industry like vermiculture, sericulture, horticulture, goat sheep farming, fish farming, animal husbandry, food processing etc. should be encouraged to develop rural entrepreneurship.
- (6) Provide low rate interest loans instead of subsidy, regular & adequate electricity & in time finance with least possible paper work.

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