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Socio-personal and socio-economic profile of small and medium entrepreneurs in District Baramulla of J&K (U.T.)

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Abstract

Entrepreneurship in recent times has become an important area of study. It is considered to be a solution for creating wealth, generating employment and providing new and better goods and services. Majority (54.54%) of the entrepreneur were in Middle age in the age group (27-58 years). As per educational qualification maximum (36.37%) of the entrepreneurs had 10th standard educational qualification. From gender point of view, all were male entrepreneurs. Regarding Family occupation majority of the (45.45%) of the entrepreneurs consider Agriculture + Business as their main occupation. Majority (45.45%) of the entrepreneurs consider Friends as a source of Idea generation. As per Business Experience in the enterprise (63.63%) of the entrepreneurs had Medium Experience (2-23 years). Regarding Sources of capital, (45.46%) of the entrepreneurs used Personal saving for the establishment of their business unit. As per Type of Ownership (63.63%) of the entrepreneurs operates under Solo- proprietorship. Whereas Type of Business Unit, majority (45.46%) of the entrepreneurs had their own Manufacturing unit. Regarding the Motivation for Starting the Enterprise majority (63.64%) of the entrepreneurs had Desired to be independent.

Keywords: profile characters, agri entrepreneurs, business unit, business experience, small and medium entrepreneurs

Introduction

Large population of India is dependent on agriculture for their livelihood. But Indian agriculture is facing the challenge of low productivity with large number of disguised unemployed people. The development of any nation depends primarily on the important role played by entrepreneurs. Hence, the part played by entrepreneurs is of vital importance in a developing country like India. Thus in all economic development activities more attention is being given to entrepreneurship development. An entrepreneur is primarily concerned with changes in the formula of production over which he has full control. Further, it is commonly believed that an entrepreneur is basically an intelligent person and has a definite ability to create something new to prove its worthiness. The entrepreneurial behaviour is not necessarily doing new things but also doing things in a new way that has been already done. The entrepreneur is an economic man, who strives to maximize his profits by adoption of innovations. Now, it is felt that, the economic growth and development of the advanced countries is largely due to entrepreneurship among their community rather than to capital.

Methodology

In the present study ex-post facto research design was followed. According to Kerlinger (1973) ex-post-facto research is a systematic empirical enquiry in which the researcher do not have direct control of influencing

(independent) variables, because manifestations have already occurred. The study was conducted in Baramulla District of Jammu and Kashmir. An interview schedule was developed for the study and presented in non-sampling areas. The data was collected using standardized interview schedule by personal method. The data was organized, tabulated and classified using qualitative and quantitative classification and subjected to statistical tests. 11 small and medium scale agri and allied entrepreneurs were selected for the study

Results and Discussion

It could be inferred from the (Table 1:) that mostly (54.54%) of the entrepreneur were in Middle age in the age group (27-58 years) followed by (27.28%) were old age in the age group (59-70 years) and (18.18%) were Young age in the age group of (23-26 years). As per educational qualification maximum (36.37%) of the entrepreneurs had 10th standard educational qualification followed by same percentage (27.27%) had 12th and Graduation and (9.09%) had education up to 8th standard. From gender point of view, all were male entrepreneurs. Regarding Family occupation majority of the (45.45%) of the entrepreneurs consider Agriculture + Business as their main occupation followed by (36.36%) had Only Business and (18.19%) had Only Agriculture as their main Family occupation. Majority (45.45%) of the entrepreneurs consider Friends as a source of Idea generation followed by (36.37%) consider their Own

idea and with same per cent (9.09%) consider Family members and Relatives as a Source of Idea generation. As per Business Experience in the enterprise (63.63%) of the entrepreneurs had Medium Experience (2-23 years) followed by (18.19%) had Short Experience (0-1 years) and (18.19%) had long Experience (24-32 years). Regarding Sources of capital, (45.46%) of the entrepreneurs used Personal saving for the establishment of their business unit followed by same per cent (27.27%) used Parents/in laws and Banks as a sources of capital. As per Type of

Ownership (63.63%) of the entrepreneurs operates under Solo- proprietorship followed by (36.37%) operates under Partnership in their enterprise. Whereas Type of Business Unit, majority (45.46%) of the entrepreneurs had their own Manufacturing unit followed by same per cent (27.27%) had Processing unit and Trading Unit. Regarding the Motivation for Starting the Enterprise majority (63.64%) of the entrepreneurs had Desired to be independent followed by (27.27%) had Threat of unemployment and (27.27%) had Financial Motives for Starting the Enterprise.

Table 1: Socio-personal and socio-economic profile of small and medium entrepreneurs

Socio-personal and socio-economic variables	Frequency	Percentage (%)
Age (years)		
Young age (23-26)	2	18.18
Middle age (27-58)	6	54.54
Old age (59-70)	3	27.28
Educational Qualification		
8 th standard	1	9.09
10 th standard	4	36.37
12 th standard	3	27.27
Graduation	3	27.27
Gender		
Male	11	100.00
Female	0	0.00
Family occupation		
Only Agriculture	2	18.19
Only Business	4	36.36
Agriculture + Business	5	45.45
Business + Service	0	0.00
Source of Idea generation		
Friends	5	45.45
Family members	1	9.09
Relatives	1	9.09
Own idea	4	36.37
Business Experience (years)		
Short Experience (0-1)	2	18.19
Medium Experience (2-23)	7	63.63
Long Experience (24-32)	2	18.19
Sources of capital		
Personal saving	5	45.46
Parents/in laws	3	27.27
Banks	3	27.27
Private Money Lenders	0	0.00
Type of Ownership		
Solo-proprietorship	7	63.63
Partnership	4	36.37
Corporation	0	0.00
LLP	0	0.00
LLC	0	0.00
Type of Business Unit		
Processing unit	3	27.27
Manufacturing unit	5	45.46
Trading Unit	3	27.27
Services	0	0.00
Motivation for Starting the Enterprise		
Desired to be independent	7	63.64
Threat of unemployment	1	9.09
Financial Motives	3	27.27
Job satisfaction	0	0.00
Attractive lifestyle	0	0.00
Help in creating employment	0	0.00

Conclusion

Entrepreneurship Development makes a powerful impact on the economic development of the country. The success of the entrepreneur depends on the environmental factors such as social, economic etc. factors which influence their activities thus leading to successful entrepreneurship. The socio-economic factors are the major key factors influencing the entrepreneurial behavior and operation of the business and thus the need for the study and the due influence.

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