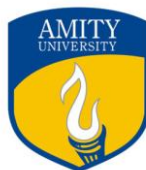


**SUGGESTED READING/REFERENCE MATERIAL**  
**FOR**  
**FACULTY DEVELOPMENT PROGRAMME**  
**ON**  
**"ENTREPRENEURSHIP DEVELOPMENT"**

**TOPIC:**  
**CHARMS OF BEING AN ENTREPRENEUR**

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## **CHARMS OF BEING AN ENTREPRENEUR\***

If self-help is the best help, then self -employment is the best employment and entrepreneurship, the most exciting level of self-employment. In employment one works for others, one works as others want one to do. There is no scope for doing as you wish, doing what you wish, doing how you wish. But entrepreneurship is the opposite of employment. You work for yourself, achieve a target or a goal set by yourself and reap the satisfaction of having achieved the goal yourself.

Entrepreneurship is not a matter of heritage, it is entirely a manifestation of such potentialities that any individual born in any caste, community and class can have. As such, any person having a certain set of behavioral traits and mental aptitudes in him/her can become an entrepreneur. Besides, there is no need for such a person to be groomed from the very childhood for becoming an entrepreneur. Even if he is grown-up, has worked on a different line, and has developed these traits or aptitudes, he or she can be groomed and developed as an entrepreneur through counseling and motivational measures.

### **1. Points in Your Favour**

This is applicable to a greater degree to the science and technology graduates and diploma holders for the simple reason that during education period, due to their constant interaction with science and material subjects, they acquire a mentality for objective considerations and evaluation of any issue. Given to hard work, thoroughness and perceiving things squarely, in any moment of crisis, they are better qualified to face a problem and find out a possible solution.

Secondly, the science and technology graduates and diploma holders have a natural aptitude to pick up fast the technicalities normally involved in production process of any enterprise.

With these plus points in their favour, entrepreneurship should naturally be an attraction for science and technology graduates. Some more material reasons for the same are;

- (a) It provides them an opportunity to enter into a process which leads to the realization of an individual's passion for innovation and development. Findings based on a research study done in the western countries have shown that small enterprises have been the origin of many radical innovations.
- (b) It is through science and technology inputs that modern technology can be introduced in the small scale sector and thereby a new cost effectiveness and sophistication can be brought about in the products manufactured in the small scale sector.
- (c) To find a suitable employment, one has to knock many doors and soak many shocks and even then one may not succeed. But to be an entrepreneur one has to knock only one door, that is, one's own self and if the qualities and competencies are there, in whatever small quantity, he has the prospects at his disposal to succeed as such. The shocks are there in entrepreneurship too, but they can be absorbed if one is cast in an entrepreneurial mould.

- (d) The Government of India and the States offer so many facilities, incentives and schemes to help new entrepreneurs and particular technology graduates in taking up entrepreneurial career. This career path is no more as thorny as it is used to be decades ago.
- (e) As an entrepreneur, one is not only employed, but creates employment for others- one is not only realizing the goal in his life but is also a source of livelihood for so many. The pride of being a lord of one's own destiny is coupled with the satisfaction of being the benefactor of so many.

It is not enough to be technically qualified and experienced; one has to let the society, nation at large to benefit from one's technical competence and experience. Entrepreneurship provides an excellent opportunity to realize both the goals- the individual status as well as an individual's contribution to the society.

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