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## **ENTREPRENEURIAL MOTIVATION AMONG THE PROMOTERS OF SMALL SCALE INDUSTRIES**

### **ABSTRACT:**

Motivation is an essential tool to leverage the inner state of mind-Motivation is a source of initiation of the action-Nations GDP is contributed significantly by Micro, Small and Medium Sector significantly-Several state organisations involved in the process of offering training and development skills-Opportunities unleashed by small and medium sector

### **INTRODUCTION**

Motivation is regarded as the inner state that energizes activities or action and directs or channels behavior towards the goal. It can also be seen as a process that arouses action, sustains the activity in progress and that regulates the pattern of activity. We can see the motivation not only in humans but also in animals and plants, for the sake of survival. We see that animals fighting each other for food, shelter etc. This kind of behavior is observed in plants too. In humans, the kind of motivation energizes them to take appropriate action to emerge themselves as leader or managers or executives or entrepreneurs. Thus we can say that motivation is an inner state that energizes action.



## CONCEPT OF MOTIVATION

Motivation is always the source of initiation of the action towards the achievement of the goals. There're numerous examples of achievers who took action towards their goal, through the motivation. Motivation is essentially a process. It can be well expressed in the form of a model. The important features of the model are

- Needs or expectations.
- Behaviour
- Goal
- Feedback

There are many individuals who have a dream, a vision and an idea. But they are not able to translate them into action, because they lack the necessary motivation for taking the first step towards realizing their goals or dreams.

However, people who have acquired the necessary motivation will be able to take the necessary steps towards the action and pave the path to achieve their goal or dream. The occurrence of certain incidents like getting inspired, the insulting words but some one or the encouragement from someone will motivate a person to take an action. Certain motivating events will bring in sudden action, even in persons, who have not taken any action towards their goals until that moment.

Thus we can say that both motivation and action have a strong link where in motivation acts as a process that arouses action.

## OVERVIEW OF SMALL INDUSTRIES ACROSS THE COUNTRY

Micro, Small and Medium Enterprises (MSME) contribute nearly 8 percent of the country's GDP, 45 percent of the manufacturing output and 40 percent of the exports. They provide the largest share of employment after agriculture. They are the nurseries for entrepreneurship and innovation. They are widely dispersed across the country and



produce a diverse range of products and services to meet the needs of the local markets, the global market and the national and international value chains.

The Ministry has a number of programmes to help and assist entrepreneurs and small businesses. One may contact National Institute for Entrepreneurship and Small Business Development (NIESBUD ), National Institute for Micro, Small and Medium Enterprises (NI-MSME), Indian Institute of Entrepreneurship (IIE) or the Development Commissioner (DCMSME) for details about their programmes. If you are an existing entrepreneur and would like to improve your competitiveness, one may contact DC, MSME who can be of assistance in various ways. If you are wanting to set up a village industry or want to know more about Khadi or Coir Products, you may contact KVIC or Coir Board.

Ministry of MSME encourages and honors innovation and enterprise. We work in close coordination with the State Governments, Industry Associations, Banks and other stakeholders through our numerous field offices and technical institutions to help the 'engines of growth' throughout the country.

#### TRAINING AND DEVELOPMENT

The Ministry of MSME is committed to training of youth to be employable. The training is imparted through the modality of apex organizations namely National Institute for Entrepreneurship & Small Business Development (NIESBUD) , Indian Institute of Entrepreneurship (IIE) , National Institute for Micro, Small and Medium Enterprises (NI-MSME) , National Small Industries Corporation Ltd (NSIC) .



To enhance the outreach of trainee, these apex organizations not only impart training themselves but also through various implementing partner institutions. The training modules are multifarious ranging from low level skills in electricity wiring to higher level skills such as software training.

The **Ministry of Small Scale Industries (SSI)** is a defunct [Indian government ministry](#). It was merged with the [Ministry of Agro and Rural Industries](#) to form the [Ministry of Micro, Small and Medium Enterprises](#). The ministry was tasked with the promotion of [micro](#) and [small enterprises](#) (MSEs).

The [Ministry of Small Scale Industries and Agro and Rural Industries](#) (SSI&ARI) was created in October 1999. In September 2001, the ministry was split into the Ministry of Small Scale Industries (SSI) and the [Ministry of Agro and Rural Industries](#) (ARI). The Ministry of Small Scale Industries merged with the Ministry of Agro and Rural Industries to form the [Ministry of Micro, Small and Medium Enterprises](#) in 2007.

The [Small Industries Development Organization](#) (SIDO) was under the control of the ministry, as was the [public sector undertakings National Small Industries Corporation Limited](#) (NSIC).

### The Small Industries Development Organisation

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It is the Office of the Development Commissioner for Small Scale Industries. SIDO was established in 1954 on the basis of the recommendations of the Ford Foundation. It has over 60 offices and 21 autonomous bodies under its management. These autonomous bodies include Tool Rooms, Training Institutions and Project-cum-Process Development Centres.



Various Services provided by SIDO to the SMEs:-

- facilities for testing, toolmenting, training for entrepreneurship development
- preparation of project and product profiles
- technical and managerial consultancy
- assistance for exports
- pollution and energy audits

SIDO also provides economic information services and advises Government in policy formulation for the promotion and development of SSIs. The field offices also work as effective links between the Central and the State Governments.

### **OPPORTUNITY**

The opportunities in the small-scale sector are enormous due to the following factors:

- Less Capital Intensive
- Extensive Promotion & Support by Government
- Reservation for Exclusive Manufacture by small scale sector
- Project Profiles
- Funding - Finance & Subsidies
- Machinery Procurement
- Raw Material Procurement
- Manpower Training
- Technical & Managerial skills
- Tooling & Testing support
- Reservation for Exclusive Purchase by Government
- Export Promotion
- Growth in demand in the domestic market size due to overall economic growth
- Increasing Export Potential for Indian products



SSI sector has made significant contributions to employment generation and also to rural industrialisation. This sector is ideally suited to build on the strengths of our traditional skills and knowledge, by infusion of technologies, capital and innovative marketing practices. This is the opportune time to set up projects in the small-scale sector. It may be said that the outlook is positive, indeed promising, given some safeguards. This expectation is based on an essential feature of the Indian industry and the demand structures. The diversity in production systems and demand structures will ensure long term co-existence of many layers of demand for consumer products / technologies / processes. There will be flourishing and well-grounded markets for the same product/process, differentiated by quality, value added and sophistication. This characteristic of the Indian economy will allow complementary existence for various diverse types of units. The promotional and protective policies of the Govt. have ensured the presence of this sector in an astonishing range of products, particularly in consumer goods. However, the bugbear of the sector has been the inadequacies in capital, technology and marketing. The process of liberalisation coupled with Government support will therefore, attract the infusion of just these things in the sector.

Small industry sector has performed exceedingly well and enabled our country to achieve a wide measure of industrial growth and diversification. By its less capital intensive and high labour absorption nature, SSI sector has made significant contributions to employment generation and also to rural industrialisation. This sector is ideally suited to build on the strengths of our traditional skills and knowledge, by infusion



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### **Conclusion:**

Entrepreneur is someone who is endowed with certain skill sets which either acquired through formal education or exposure. Hence ,the role played by the government and others are essentially supportive in nature. State sponsored training programmes are offered at multiple levels to increase the competency of potential entrepreneurs as well as budding ones. Hence,it may concluded that new frontiers offered by small scale industries sector is still largely untapped.