

ENTREPRENEURIAL ATTITUDE IN SSI OF DHARWAD DISTRICT

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Abstract:

Introduction: The role of entrepreneurs in the process of economic development and industrialization has been recognized in developed as well as in developing countries. Small-scale industries have played an important role in the economic structure of the state. Importance is given to entrepreneurship development in small-scale industries because this is the breeding ground for new entrepreneurship. **Review of Literature:** Gund (1992) has studied the entrepreneurial efforts made, motivational factors, attitudes and possibilities of entrepreneurial development in the town. **Objective:** The main purpose of this study is Entrepreneurial Attitude in SSI of Dharwad District. **Methodology:** 1) **Data Collection:** The primary data was collected from small-scale industries entrepreneurs in and around Dharwad district. 2) **Questionnaire:** This study aims at focusing on a few relevant questions such as, the Industrial areas, the pursuit of excellence is an important entrepreneurial attitude in SSI of Dharwad district, risk taking is an important attitude to be developed in an entrepreneur in SSI, Positive attitudes are essential for an entrepreneur in particular to understand the field of entrepreneurship development in small-scale industries in the district. **Data analysis:** Above same questionnaire to analysed data of Entrepreneurial Attitude in Small-Scale Industries in the Dharwad district. **Conclusion:** The study of entrepreneurship and industrial development in small units is of great significance to new entrepreneurs to the District Planners.

Key word: Entrepreneurship Development, Attitude, Small-Scale Industries, Dharwad District

Introduction:

The concept and theory of entrepreneurship were evolved over more than two centuries. This concept was shady in the classical economic theory. In the recent years only Self-Employment and the role of entrepreneurs in the process of economic development and industrialization has been recognized in developed as well as in developing countries. The Entrepreneurship is complex phenomenon based on various factors such as social, physiological and cultural and personal skill. Small-scale industries have played an important role in the economic structure of the state. There is a rapid growth of small-scale

industries. Importance is given to entrepreneurship development in small-scale industries because this is the breeding ground for new entrepreneurship.

Dharwad is the administrative seat of the district of the same name. KREIS North Unit of National Projects Construction Corporation has its headquarters here. Karnataka High Court circuit Bench is also based here. Dharwad district is situated in the Western sector of the northern half of Karnataka State. The District encompasses an area of 4263 km lying between the latitudinal parallels of 15°02' and 15°51' north and longitudes of 73°43' and 75°35' east. The district is bounded on the North by the District of Belgaum, on the East by the district of Gadag, on the South Haveri and on the West by Uttara Kannada district. All these districts, which surround Dharwad district, belong to Karnataka State itself.

The District consists of 35,235 hectares forest cover with any significant produce worth mentioning. Dharwad District is an administrative district of the state of Karnataka. Dharwad is the cultural headquarters of North Karnataka. The Dy. Commissioner is head of district and assisted by two Asst. Commissioners, 5 Tahsildars pertaining to 5 Talukas. Dharwad comes under the administrative control of Belgaum division.

Geographical Features:

(A) Geographical Data i) Latitude 2011 Max/Min 15°51'00" 15°02'00" ii) Longitude 2011 Max/Min 73°43'00" 75°45'00" iii) Geographical Area 2011 Hectares 4,26,300 .

(B) Administrative Units - 4 i) Sub divisions 2011 Nos. 2 ii) Tehsils 2011 Nos. 5 iii) Sub-Tehsil 2011 Nos. 8 iv) Patwar Circle 2011 Nos. 199 v) Nagar nigam 2011 Nos. 5 vi) Nagar Palika 2011 Nos. 1 vii) Gram Panchayats 2011 Nos. 127 viii) Revenue villages 2011 Nos. 379 ix) Assembly Area 2011 Nos. 5. 2. Population (i) Male Nos. 9,39,127 ii) Female Nos. 9,07,866 .

Existing status of industrial areas in the Dharwad District: 1 Belur Indl. area ,2 Rayapur Indl. area , 3 Tarial Indl. area , 4 Lakkamanahalli Indl. area, 5 Sattur Indl. area , 6 Gamanagatti Indl. area.

Registered Industrial Unit No. 924. Total Industrial Unit No.18,877. Registered Medium & Large Unit No. 124.

Estimated Avg. No. of daily worker employed in Small Scale Industries No. 98,124 5. Employment in Large and Medium Industries No. 7,864 6.

Review of Literature:

This paper has reviewed a number of research studies, books and journals, which have a bearing on the present study in one way or the other. The existing literature can be categories as per the year.

Gund (1992) has conducted a study of entrepreneurship development in Barshi taluka. He has studied the entrepreneurial efforts made, motivational factors, attitudes and possibilities of entrepreneurial development in the town. He found that most of entrepreneurs had business background, the initial investment was made from previous business income, and there was lack of adequate finance. He has suggested that educated youth should be motivated at large.

Negative attitudes are linked to behaviours such as social rejection and maintenance of higher levels of social distance toward persons with disabilities (Olkin et al, 1994; Wright 1983; and White et al, 2006 citing Davis, 1961; Evans, 1976 and Link et al, 1999).

Societal attitudes influence social policy and legislation and there is support for the societal attitudes theory that public attitudes dictate, to a considerable extent social policy (Hewes et al, 1998 citing Hahn, 1985 and others).

Diversity in Disability (Molloy et al, 2003), a follow-on qualitative study from the 2002 UK Survey, Disabled for Life, also commissioned by the DPG, involved 103 people with disabilities. Participants in the study believed that progress had been made in society and that opportunities for people with disabilities had substantially increased. They described a range of life experiences and attitudes. They considered that negative attitudes to disability can lead to low self esteem, restricted opportunities for people with disabilities to fully participate in key areas of life and ongoing adverse effects on the physical and mental health of people with disabilities.

Objective of Study

- To study the pursuit of excellence is an important entrepreneurial attitude in SSI of Dharwad district.
- To study risk taking is an important attitude to be developed in an entrepreneur in SSI.
- To study the Positive attitudes are essential for an entrepreneur.

Data Collection:

The primary data was collected from small-scale industries owners/entrepreneurs in and around Dharwad district. A questionnaire was designed and distributed to entrepreneurs. Interviews were conducted with respondents randomly. Personal interviews Interviews were conducted from 2008 –2017, approximately 200 face-to-face interviews with the entrepreneurs in an attempt to ascertain “What are the Industrial areas? What is the reason to pursuit of excellence is an important entrepreneurial attitude in SSI of Dharwad distric? What is risk taking is an important attitude to be developed in an entrepreneur in SSI? What is the Positive attitudes are essential for an entrepreneur?” were carried out. Each interview lasted for 20 minutes.

Questionnaire:

The primary data was collected from small-scale industries entrepreneurs in and around Dharwad district. Demographics reported gender, entrepreneurial attitude, attitude to be developed in an entrepreneur and Positive attitudes of an entrepreneur. Secondary sources include data from the report on census of 2010/2011 provided information on the nature of Small Scale Industry in Dharwad district. The databases searched were based on level appropriateness to the topics reviewed.

Data Analysis on Entrepreneurial Motivation in SSI of Dharwad District:

The following data is analysed on entrepreneurial attitude in SSI of Dharwad District. They are:

1) Industrial-wise respondents:

Table No.1: Industrial-wise respondents

Sl.No.	Industrial Areas	Frequency	Percentage
1	Belur	54	27
2	Rayapur	47	23.5
3	Tarial	36	18
4	Lakkamanhalli	32	16
5	Sattur	31	15.5
	Total	200	100

(Sources: Annual survey of Industrial Area of Dharwad district)

Note:

Table 1 show that Industrial Areas of Dharwad District are Belur, Rayapur, Tarial, Lakkamanhalli, Sattur. In this study, collect 200 entrepreneurs in industrial areas of Dharwad District out of which 54 in Belur, 47 in Rayapur 36 in Tarial, 32 in Lakkamanhalli, 31 in Sattur. Maximum percentage of respondent in Belur Industrial Area in Dharwad district..

2) Gender-wise Respondents:

Table No.2: Gender-wise Respondents

Sl.No.	Gender	Frequency	Percentage
1	Male	184	92
2	Female	16	8
	Total	200	100

(Sources: Annual survey of Industrial Area of Dharwad district)

Note:

Table 2 show that Gender-wise Respondents. In this study, collect 200 entrepreneurs in industrial areas of Dharwad District out of which 184 male and 16 female. So maximum percentage of male entrepreneur in Dharwad district.

3) Pursuit of excellence is an entrepreneurial attitude:

Table No.3 Pursuit of excellence is an entrepreneurial attitude

Sl.No.	Background	Frequency	Percentage
1	Entrepreneurs the value for outstanding performance	184	92
2	Attitude helps in successful completion of the task	9	4.5
3	Task help all odds by mobilizing resources	7	3.5
	Total	200	100

(Sources: Annual survey of Industrial Area of Dharwad district)

Note:

Table 3 show that Pursuit of excellence is an entrepreneurial attitude. In this study, collect 200 entrepreneurs in industrial areas of Dharwad District out of which 174 Entrepreneurs the value for outstanding performance, 9 Attitude helps in successful completion of the task and 7 Task help all odds by mobilizing resources. So maximum percentage of Entrepreneurs the value for outstanding performance in Dharwad district.

4) Risk taking attitude to developed an entrepreneur:

Table No.4 Risk taking attitude to developed an entrepreneur

Sl.No.	Motivational factors	Frequency	Percentage
1	Tends them to travel towards unknown paths	96	48
2	Motivates them to explore adventurous routes	49	24.5
3	Prepares them to meet the challenges with a smile and conviction	24	12
4	Prepares them to love certain uncertainties	16	8
5	Habit of calculating the amount of risk involved and save their enterprise	15	7.5
	Total	200	100

(Sources: Annual survey of Industrial Area of Dharwad district)

Note:

Table 4 show that Risk taking attitude to developed an entrepreneur. In this study, collect 200 entrepreneurs in industrial areas of Dharwad District out of which Tends them to travel towards unknown paths is 96, Motivates them to explore adventurous routes is 49, Prepares them to meet the challenges with a smile and conviction is 24, Prepares them to love certain uncertainties and conviction is 16 and Habit of calculating the amount of risk involved and save their enterprise is 15. So maximum percentage of Tends them to travel towards unknown paths in Dharwad district.

5) Positive attitudes of entrepreneurship:

Table No.5 Positive attitudes of entrepreneurship

Sl.No.	Positive attitudes	Frequency	Percentage
1	High degree of motivation	138	69
2	Energy and capacity to push ahead	46	23
3	Qualities of head and heart	16	8
	Total	200	100

(Sources: Annual survey of Industrial Area of Dharwad district)

Table 5 shows that positive attitude entrepreneurship. In this study, collect 200 entrepreneurs in industrial areas of Dharwad District out of which High degree of motivation is 138, Energy and capacity to push ahead is 46, Qualities of head and heart 16. So maximum percentage of High degree of motivation is an entrepreneur in Dharwad district.

Discussion of the Findings:

Respondents were discussing on gender, entrepreneurial attitude, attitude to be developed in an entrepreneur and Positive attitudes of an entrepreneur of the SSI. Their responses were summarized in (table 2) below; Table 2: Demographics reported gender. Description % Gender Male 92% Female 8%. Small Scale Industries area Belur 54, Rayapur 47, Tarial 36, Lakkamanhalli 32 and Sattur 31. The findings indicated that the majority respondents constituting 92% (N=184) were male while female respondents contributed only 8% (N=16).

Hypothesis:

Accordingly, the null hypothesis H1 is accepted. Respondents were asked whether entrepreneurial attitude in SSI. Their responses are shown in (table 4) below; Table 4: attitude of entrepreneurship .Source: Primary Data 2008-2017: From table 4 above, 59% (N=118) of the respondents agreed that entrepreneurial attitude; 20% (N=34) strongly agreed; 17% (N=40) disagreed and 4% (N=8) strongly disagreed.

Accordingly, the null hypothesis H2 is accepted. Respondents were asked whether entrepreneurial motivation in SSI. Their responses are shown in (table 4) below; Table 4: attitude of entrepreneurship. Source: Primary Data 2008-2017: From table 4 above, 22% (N=44) of the respondents agreed that entrepreneurial attitude; 65% (N=130) strongly agreed; 8% (N=16) disagreed and 5% (N=10) strongly disagreed.

Conclusion and Recommendations:

Entrepreneurship is imperative for small Scale Industries area (Belur, Rayapur, Tarial, Lakkamanhalli and Sattur). There is no doubt that Small Scale Industries contribute tremendously to Dharward district development. This implies failure to create an entrepreneurial environment may mean an economic penalty. Evidence from this paper suggests that increasing entrepreneurial attitude creates the majority of the SSI startups. It can be concluded that entrepreneurial attitude in SSI of Dharward District.

From the findings, the following recommendations were made: • Small Sale Industry development through support and advice are important; and • Create an enabling SSI environment.

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