

Entrepreneurial Competence as Determinant of Entrepreneurial Success: - A Study at Karimganj District.

Monojit Hore, Research Scholar, Department of Indian Comparative Literature, Assam University, Silchar, Cachar.

ABSTRACT

The study uses primary and secondary research to estimate the current market sizing, segmentation and market forecast. Surveys and interviews have been conducted to evaluate the growth drivers and barriers of entrepreneurs of the Karimganj District of Assam. In This study the various traits or competence of entrepreneurs of the district are identified also their importance in the business are visualised so that the upcoming new generation of entrepreneurs can understand the importance of them to attain success.

Keywords:

Competence, Entrepreneurial, Traits,

INTRODUCTION

An Entrepreneur is an individual who is motivated to initiate a business as he perceives that consumers need is not being adequately fulfilled. They provide Capital, monitors and controls business. According to economist Joseph Alois Schumpeter (1883-1950) Entrepreneurs are not necessarily motivated by profit but regard it as a standard for measuring achievement or success. They are also sometimes regarded as nation's wealth builders, as they occupy a central position in a market economy. The economic success of the region is the result of rewarding and encouraging of the entrepreneurial instinct. There are many views and opinions on the concept of entrepreneurship forwarded by some of the world famous management gurus and economists as mentioned below which will help in understanding this concept.

Oxford Dictionary: - "A person who sets up a business or businesses, taking on financial risks in the hope of profit"

International Encyclopaedia: - "An individual who bears the risk of operating a business in the face of uncertainty about the future conditions"

Schumpeter's Definition: - "The entrepreneur in an advanced economy is an individual who introduce something new in the

economy- a method of production not yet tested by experience in the branch of manufacturing, a product with which consumers are not yet familiar, a new source of raw material or of new markets and the like"

Drucker's Views on Entrepreneur: - "An entrepreneur is the one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploit changes as an opportunity for a different business or different service"

Richard Cantillon: - "A person who pays certain price for a product to resell it at an uncertain price thereby making decision about obtaining and using resources while assuming the risk of enterprise"

Adam Smith :- "The entrepreneur is an individual who forms an organization for commercial purpose. He/She is proprietary capitalist, a supplier of capital and at the same time a manager who intervenes between the labour and the consumer.

Entrepreneur is an employer, master, merchant but explicitly considered as a capitalist".

The entrepreneurial competencies are the features such as traits, knowledge, skills, motivation, social role etc. The role of entrepreneurial competency is a vital factor in achieving success and growth of the business. Entrepreneurial competence of Karimganj District is a vital factor for the success of the entrepreneurs of the said district.

Karimganj District :-

Karimganj is the administrative headquarter of the district, it is one of the 33 districts of Assam. The latitude of Karimganj , Assam is 24.864914 and the longitude is 92.359154. Karimganj is a border district having land and river border with the neighbouring country Bangladesh. The district is also important as goods are imported and exported through the said

district to Bangladesh. Before independence Karimganj town was an important center for trade and commerce in the entire region due to good communication links both by rail and steamer services through what is now Bangladesh. Direct trade links with Kolkata was snapped after partition of the land in 1947 and gradually the importance of Karimganj as a trading center also lost its glory. The direct rail services were totally stopped and the steamer services continued in a limping manner. Presently the rail link through Badarpur-Lumding-Guwahati-New Jalpaiguri/Siliguri is the only railway link, connecting Karimganj to the rest of the country. Similarly, the national highway through Badarpur-Sillong-Guwahati is the only viable road link available. In view of the immense importance of this road link on the entire economy of the region, the road has been considerably improved, making it more stable, wider and fewer landslides prone. Karimganj has to depend on the supply from rest of India for most of the items of daily need, such as food grains, spices, sugar and other food items, textile and garments, construction material etc. The supply of kerosene, petrol, diesel, LPG etc also comes from other parts of Assam. Among the export item tea, bamboo and bamboo products, cane products, timber and stone, areca nut (betel nut) are the major ones. Trade (internal) in the district has been tremendously effected by border area restrictions, poor road conditions, poverty, low credit disbursement by banks, low productivity etc. Items like fruits, coal are exported from both Kalibari Ghat (river border) and sutarkhandi border (land border).

Research Methodology:-

The current research is an exploratory one, where the sample is taken from the population of the said district. The study particularly concentrated on the Karimganj District (which is a southern part of Assam).

The sources of data are both primary & secondary. The primary data has been collected from the interview and questionnaire from 50 nos. entrepreneurs of the said district and the secondary data has been collected from the reports, publications etc.

The statistical tools like column chart have been used. Also, the suitable data analysis techniques have been adopted.

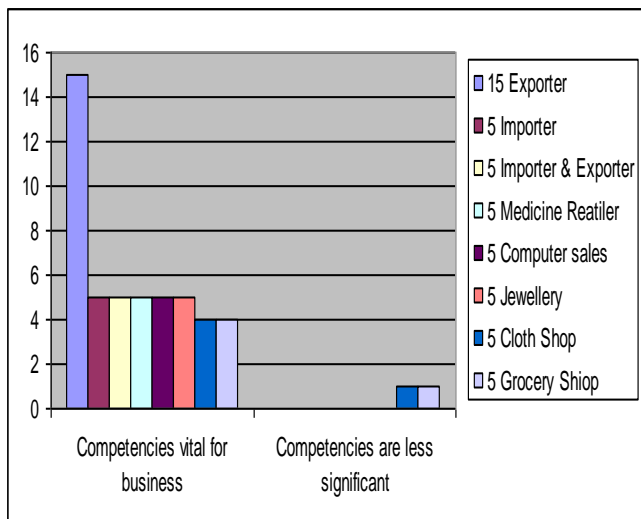
Entrepreneurial Competencies at Karimganj District:-

Entrepreneurial competencies are very much crucial and important as far as the entrepreneurial success of the district as well as the region is concerned. Entrepreneurial competencies are the character of the entrepreneurs, such as creativity, knowledge, skill, intelligence, persistence, honesty, talent, experience, self-confidence, traits etc. These competencies help an entrepreneur to survive and grow; it may be also called the calibre required to carry on a successful venture. Hence, the importance of such competencies in business is found to have vital effect on sustainable growth and the survival of business. The importance of entrepreneurial competencies was found very crucial as per the entrepreneurs of the said district were concerned. Entrepreneurs of the said district emphasises the importance of such competencies in their business, also quoted that it should be given prime importance by an entrepreneur to be successful. In this present study 50 Nos of entrepreneurs of the district were interviewed and asked about the importance of entrepreneurial competencies in their business, the response from them are represented below with help of the chart as well as statistical representation for further analysis

Chart Showing Importance of Entrepreneurial Competencies in Business

Respondents	Business	Competencies vital for business	Competencies are less significant
15	Exporter	15	0
5	Importer	5	0
5	Importer & Exporter	5	0
5	Medicine Retailer	5	0
5	Computer Sales	5	0
5	Jewellery	5	0
5	Cloth Shop	4	1
5	Grocery Shop	4	1
50		48	2

Statistical Representation of Importance of Entrepreneurial Competencies in Business



The above chart clearly tells us the importance of the entrepreneurial competencies in business of Karimganj District. Almost all of the respondents pointed that factors like hard work, honesty, good behaviour etc were essential for their business. The entrepreneurs of the district provided us the fact that in Karimganj the competition within the entrepreneurs are very stiff as the district is very small one and there is no outside customers present here, in this connection their competencies such as traits help them to achieve their goals and promote their business. Also they emphasised on the fact that the district is having high potential in respect of business with neighbouring country Bangladesh and as such both State as well as Central Government should adapt policies so that the entrepreneurs of the region may be able to do healthy business with Bangladesh.

Relationship between Entrepreneurial Competencies and Success:-

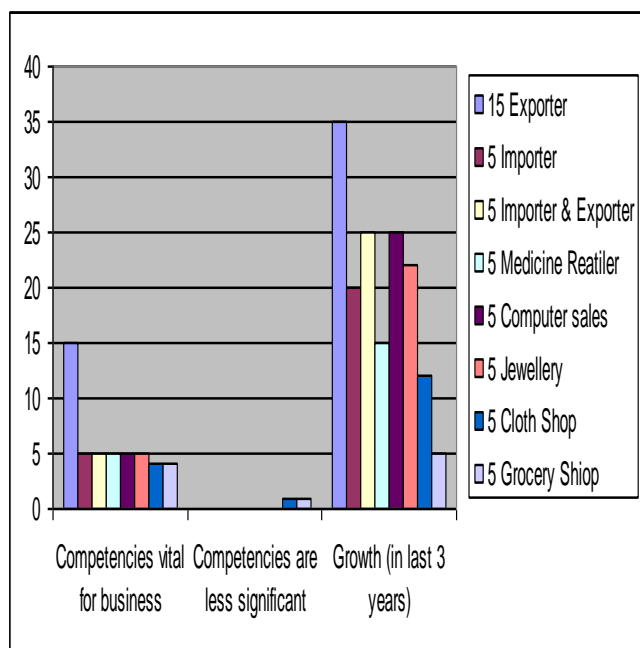
The entrepreneurial competencies are the basic feature that an entrepreneur posses to sustain and grow in its span of operation. The story of entrepreneurs of Karimganj shows that the entrepreneurs have got traits like zeal that is the energy to start a venture and to give the business a perfect shape. Also, if we look very minutely the entrepreneurs of Indian like Ratan Tata have the trait like farsightedness. And it is the farsightedness that actually brought success to Tata Group. Very detail observation of India info edge which is the founder

of Naukri.com, founded by Mr. S. Bikichanadani who has taken huge risk and sustain his business. And it is the outcome that today Naukri.com is doing good business. Every organisation need strong leader who can manage and lead the organisation to success. In this present market condition innovation is said to be the key factor for the success of any business and to be innovative one has to possess strong leadership quality. To satisfy the customer need the entrepreneurs should take into consideration these entrepreneurial competencies. Every businessman wants to be successful and take it at the top most level possible, but a vey few of them achieve what they want. The reason behind success may be knowledge, hard work, patience, skill, good public relation etc. So it is important on the part of the upcoming entrepreneurs to give key importance on the entrepreneurial competencies or traits and get success. In this study 50 nos. of entrepreneurs were questioned about what competencies or traits means to them and whether they help in the growth of the business, the reply from the entrepreneurs from various fields of business are summarised below in the form of a chart and statistical representation for further discussion on the same :-

Chart Showing Relationship Between Entrepreneurial Competence & Success

Number of Respondents	Business	Competencies vital for business	Competencies are less significant	Growth (in last 3 years)
15	Exporter	15	0	35%
5	Importer	5	0	20%
5	Importer & Exporter	5	0	25%
5	Medicine Retailer	5	0	15%
5	Computer Sales	5	0	25%
5	Jewellery	5	0	22%
5	Cloth Shop	4	1	12%
5	Grocery Shop	4	1	5%
50		48	2	

Statistical Representation of Entrepreneurial Competencies & Success



Therefore, from the above discussion and the data represented in the form of chart and bar diagram on entrepreneurial competencies or traits narrates the effectiveness of entrepreneurial competencies in the success of the business, it seems to be very clear that the traits of the entrepreneur definitely helps them achieving success. As the district is a very small one and there exist no outside customers other than those within the district, so the rate of success is not phenomenal. It can be raised further if the government initiate good policies for entrepreneurs and their business, such as good communication system with other regions, policies related to foreign trade with Bangladesh, policies for uplifting the entrepreneurs of the district etc. These points are very essential as far as the success of the entrepreneurs and organisation is considered to achieve success zone.

Conclusion & Recommendation:-

The impact of the relevant organisational environment in which entrepreneurship it is practiced, such as the local government environment in which the research has been conducted also features as a prominent factor that should be incorporated and aligned with variables that are regarded as applying to the individual entrepreneur. Although a variety of

a viewpoints and research result have been identified that highlight an extensive range of factors that determine, influence and effect knowledge creation dimensions, entrepreneurial competencies. The study uses primary and secondary research to estimate the current market sizing, segmentation and market forecast. Surveys and interviews have been conducted to evaluate growth drivers and growth barriers. In this study various traits or competencies of entrepreneurs of the Karimganj District are identified also their importance in the business are visualised so that the upcoming new generation of entrepreneurs can understand the importance of them to attain success in business by adapting these competencies. The study will further help for an in-depth research on Entrepreneurial Competence regionally and nationally.

BIBLIOGRAPHY :-

Books and Publications :

- (1) Amar V. Bhide, The Origin and Evolution of New Business, Oxford U. Press, 2000.
- (2) David H. Bangs, Jr. The Start up Guide: A One-Year Plan for Entrepreneurs, Upstart, 1992.
- (3) Jay Conrad Levinson, The Way of the Guerrilla: Achieving Success and Balance as an Entrepreneur in 21st Century, Houghton Mifflin, 1997.
- (4) Kathleen Allen, Launching New Ventures: An Entrepreneurial Approach, Upstart.

Web References:

- (1) <http://www.knowledgecommission.gov.in>
- (2) www.wikipedia.com
- (3) www.latlong.net
- (4) www.karimganj.gov.in
- (5) www.entreprenneurshipinbox.com
- (6) www.mdba.gov/node/337
- (7) www.timberly.bplans.com
- (8) www.shodhganga.inflibnet.ac.in
- (9) <http://event.ayojok.com/event/entrepreneurindia-2012>

