



The Journal of Sri Krishna Research & Educational Consortium
**INTERNATIONAL JOURNAL OF
 MARKETING AND
 MANAGEMENT RESEARCH**
 Internationally Indexed & Listed Referred e-Journal



**KNOW YOUR ENTREPRENEURS
 (KYE): A PROFILE
 (WITH SPECIAL REFERENCE TO EDUCATION AND OCCUPATION
 OF ENTREPRENEURS OF ODISHA)**

DR. B.C.M.PATNAIK*; PRAKASH KUMAR PRADHAN**

*School of Management KIIT University Bhubaneswar Odisha
 E-mail: bcmpatnaik@gmail.com, bcmpatnaik@ksom.ac.in

**School of Management KIIT University Bhubaneswar Odisha
 E-mail: mail2icm@gmail.com

ABSTRACT

The present study is an attempt to know whether there is any relationship exists between the education of the entrepreneur and the nature of enterprise promoted, occupational back ground of entrepreneurs and the nature of enterprise promoted and among the educational and occupational background of entrepreneurs and nature of enterprise promoted, when all taken together. Researchers observed and found in most of the cases educational background are not directly linked with the promotion of units. Therefore, it gives low correlation among the three constituents taken together. Even though there is high relationship between the occupational background and nature of units promoted. Study shows experience has more bearing than educational qualification of the entrepreneurs on choice of an industrial area. Entrepreneurs under study undertook the units in which they have very good work experience, even though they had educational specialization in other industrial areas. Important industrial belts of Odisha were selected for the study.

KEYWORDS: *Entrepreneur, Educational back ground, Occupational back ground, Direct relation, Indirect relation & No relation.*

INTRODUCTION

An entrepreneur is a person who combines various factors of production, processes the raw material, converts the raw materials in to a finished product and creates utility in the product and sells the product in the market in order to earn profit. It is the extended form of self-

employment. As a self- employed person generates employment for himself, an entrepreneur generates employment for himself as well as for others. The entrepreneur possesses employability or employment generation capacity. It is an economic concept. An entrepreneur represents a high level of achievement

motivation as well as certain skills, capabilities, attitudes, values and beliefs. It is a pressing need in our economy to promote entrepreneurship as the best career choice.

In the present study is based on educational background, occupational background of entrepreneurs and nature of units promoted severally or when the entire three constituents taken together. Educational qualification and nature of enterprises were considered directly related if the entrepreneurs possessed either technical qualification in the same line of graduation and post graduation in science relevant for manufacturing activity entered in to educational qualification, which did not have clear cut relationship with manufacturing, but otherwise useful in manufacturing activities such as graduation and post graduation in science, commerce, business administration and technical qualifications from non related branches of engineers and chartered accountants/ cost accountants / company secretary was considered indirectly related. Rest of the promoters was put under 'no relationship' category which shows that educational qualifications had no impact on the choice of the enterprise. In case of relationship between occupational back ground and nature of enterprise promoted, a relationship has been regarded as direct, if the entrepreneur has entered in to business of which he had an experience either as a trader or merchant, or as business executives, consultants etc. There exists in direct relationship, if the entrepreneurs were engaged in any kind of trading or if they were working as business executives, consultants in non related fields. For example, a trader or business executive or consultant in the field of chemicals promoted enterprise in the field of iron, steel and metals or papers or machinery or accessories. Rest of the cases like contracting (civil) and real estate business,

military services, law and medical professions etc., were put under no relationship category.

OBJECTIVE OF THE STUDY

The objective is to find out the relationship between

- Educational qualification of entrepreneurs and nature of enterprise involved.
- Occupational background of the entrepreneurs and nature of enterprise initiated and
- Among the educational qualification, occupational background and nature of enterprises initiated, all taken together.

LIMITATIONS OF THE STUDY

- The study is restricted to the selected industrial belts of Odisha only.
- The sample is limited; it may not represent scenario of all the entrepreneurs.
- The period of study conducted for the period of four months i.e. May2010 to August 2010.

RESEARCH UNIVERSE AND METHODOLOGY

With reference to the selection of the research universe the state of Odisha has been selected with specifications to the compulsions of the geographical territory, linguistic boundary, and administrative settlement commonness. Odisha is an Eastern Indian state, the state boundaries are on the Bay of Bengal Sea. South-Andhra Pradesh, West –Chhattisgarh and Jharkhand, North- West Bengal having a

total area of 1,55,707 Square Kilometers with total population of 36,706,920 (as per Indian census survey-2001) , population density 236 per Square Kilometers, Sex Ratio 972 literacy rate of 63.61%. The state is comprising of 30 districts (Administrative Divisions) and 58 Sub-Divisions.

SAMPLING PLAN

In support to the objective of the research there is a primary research through

questionnaire administration method in the field through stratified random sampling method covering the state through regional, geographical, economic, cultural, lingual and settlement wise. The study is based on educational back ground of the entrepreneurs and the nature of units initiated severally or when the entire constituents taken together. To analyze the data and derive results from it percentage method is used. This method is easy to use and taken as suitable method to compare, keeping in view the objective of the study.

<i>Area under study</i>	<i>Questionnaire served</i>	<i>Response received</i>	<i>Percentage of response</i>
Bhubaneswar	20	16	21.05
Cuttack	20	15	19.74
Bramhapur	15	11	14.47
Jharsuguda	15	12	15.79
Rourkela	15	13	17.11
Keonjhar	15	9	11.84
Total	100	76	100%

FINDINGS OF THE STUDY

Following are the finding of the study of the questionnaire served to entrepreneurs.

TABLE-1

RELATIONSHIP BETWEEN EDUCATIONAL BACKGROUND OF ENTREPRENEURS AND NATURE OF ENTERPRISE INITIATED

<i>Educational Qualification</i>	<i>Sample size</i>	<i>Direct relationship</i>	<i>Indirect relationship</i>	<i>No relationship</i>
<i>Technical Qualification</i>				
Ph.Ds	3	1	2	-
Post graduates	6	2	1	3

Graduates	3	1	2	-
<i>Professional Qualification</i>				
MBA	8	2	4	2
CA/CMA/ CS	2	1	1	-
LL.B	3	1	2	-
MBBS	5	2	2	1
<i>Post graduates</i>				
Arts	6	2	1	3
Science	2	1	-	1
Commerce	7	1	-	6
<i>Graduates</i>				
Arts	5	1	2	2
Science	4	1	1	2
commerce	9	1	3	5
<i>Under graduates</i>	13	2	5	6
Total	76	19	26	31

Source: Compiled from field study

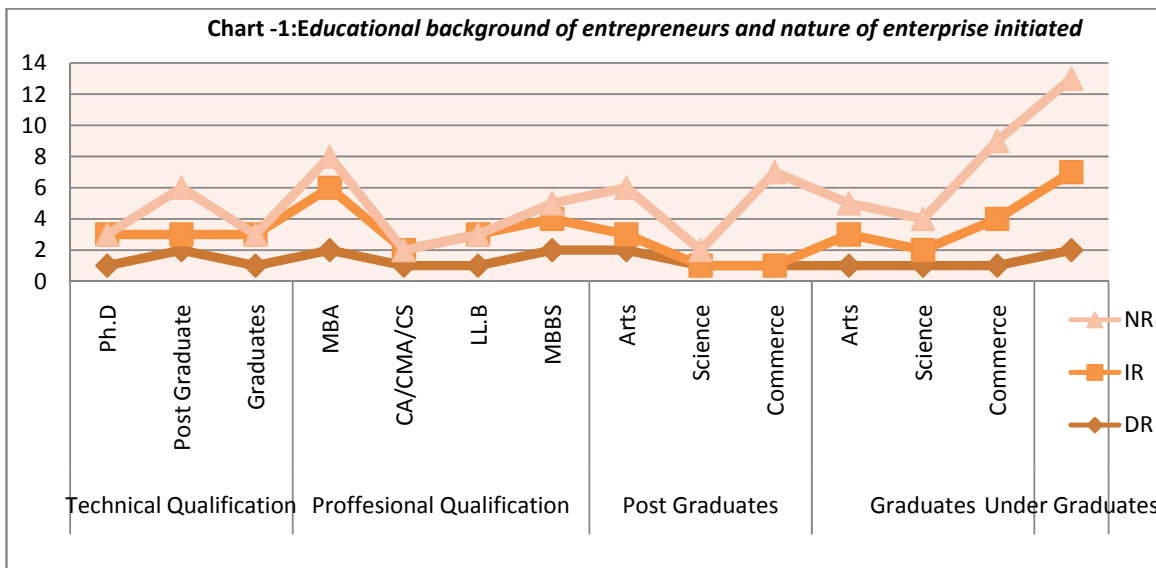
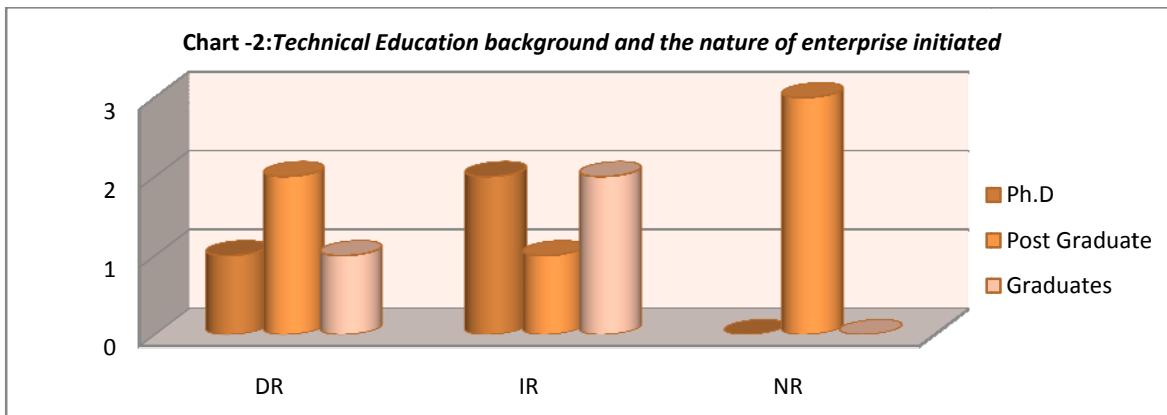


TABLE-2**RELATIONSHIP BETWEEN TECHNICAL EDUCATION BACKGROUND AND THE NATURE OF ENTERPRISE INITIATED**

<i>Education</i>	<i>Sample</i>	<i>%</i>	<i>DR</i>	<i>%</i>	<i>IR</i>	<i>%</i>	<i>NR</i>	<i>%</i>	<i>Total</i>
Ph. D	3	25	1	33.33	2	66.67	-	-	100
Post Graduate	6	50	2	33.33	1	16.67	3	50	100
Graduate	3	25	1	33.33	2	66.67	-	-	100
Total	12	100	4	33.33	5	41.67	3	25	100

Note: DR- Direct Relationship, IR- Indirect Relationship & NR- No Relationship.

Source: Compiled from field study



Interpretation: In case of technical education background entrepreneurs, majority having indirect relationship, followed by direct relationship and no relationship with nature of enterprise promoted.

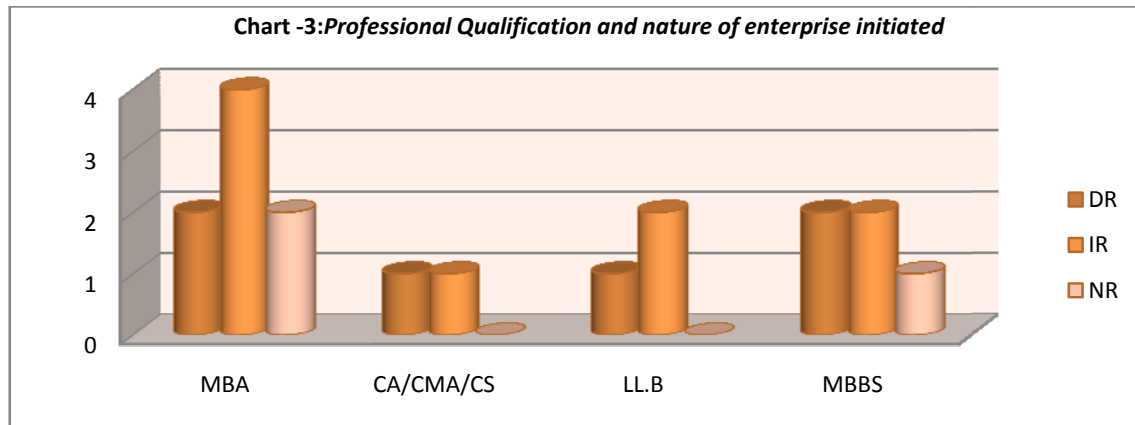
TABLE-3**RELATIONSHIP BETWEEN PROFESSIONAL QUALIFICATION AND NATURE OF ENTERPRISE INITIATED**

<i>Education</i>	<i>Sample</i>	<i>%</i>	<i>DR</i>	<i>%</i>	<i>IR</i>	<i>%</i>	<i>NR</i>	<i>%</i>	<i>Total</i>
MBA	8	44.44	2	25	4	50	2	25	100
CA/ CMA/CS	2	11.11	1	50	1	50	-	-	100
LLB	3	16.67	1	33.33	2	66.67	-	-	100

MBBS	5	27.78	2	40	2	40	1	20	100
Total	18	100	6	33.33	9	50	3	16.67	100

Note: DR- Direct Relationship, IR- Indirect Relationship & NR- No Relationship.

Source: Compiled from field study



Interpretation : For the entrepreneurs of professional qualification back ground, 50% having indirect relationship followed by 33.33% having direct relationship and rest of no relationship.

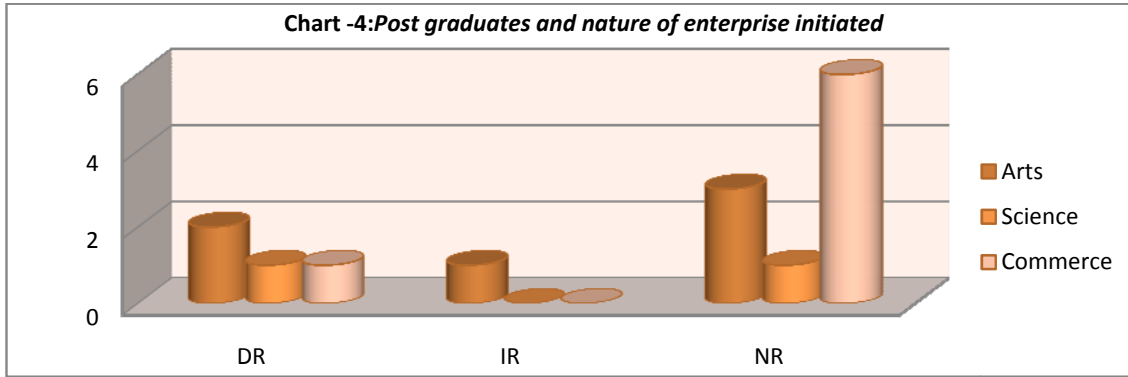
TABLE-4

RELATIONSHIP BETWEEN POST GRADUATES AND NATURE OF ENTERPRISE INITIATED

<i>Education</i>	<i>Sample</i>	<i>%</i>	<i>DR</i>	<i>%</i>	<i>IR</i>	<i>%</i>	<i>NR</i>	<i>%</i>	<i>Total</i>
Arts	6	40	2	33.33	1	16.67	3	50	100
Science	2	13.33	1	50	-	-	1	50	100
Commerce	7	46.67	1	14.29	-	-	6	85.71	100
Total	15	100	4	26.67	1	6.67	10	66.66	100

Note: DR- Direct Relationship, IR- Indirect Relationship & NR- No Relationship.

Source: Compiled from field study



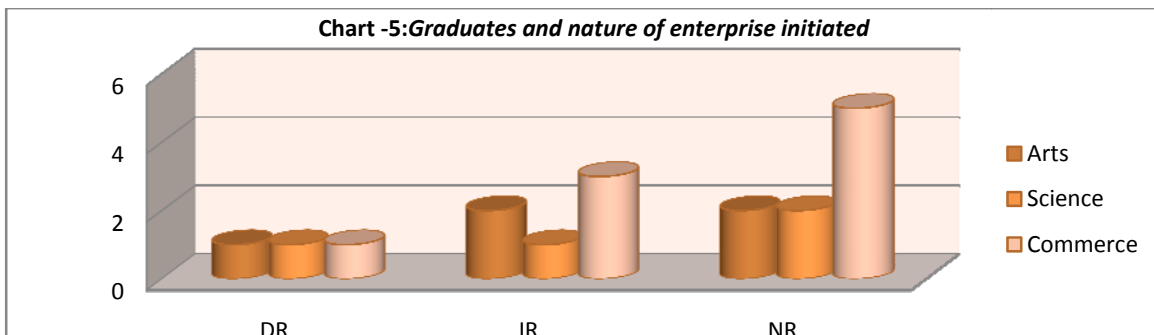
Interpretation: Majority agreed that there is no relationship exists between post graduate study and nature of enterprise initiated.

TABLE -5

RELATIONSHIP BETWEEN GRADUATES AND NATURE OF ENTERPRISE INITIATED

Education	Sample	%	DR	%	IR	%	NR	%	Total
Arts	5	27.78	1	20	2	40	2	40	100
Science	4	22.22	1	25	1	25	2	50	100
commerce	9	50	1	11.11	3	33.33	5	55.56	100
Total	18	100	3	16.67	6	33.33	9	50	100

Note: DR- Direct Relationship, IR- Indirect Relationship & NR- No Relationship.
 Source: Compiled from field study



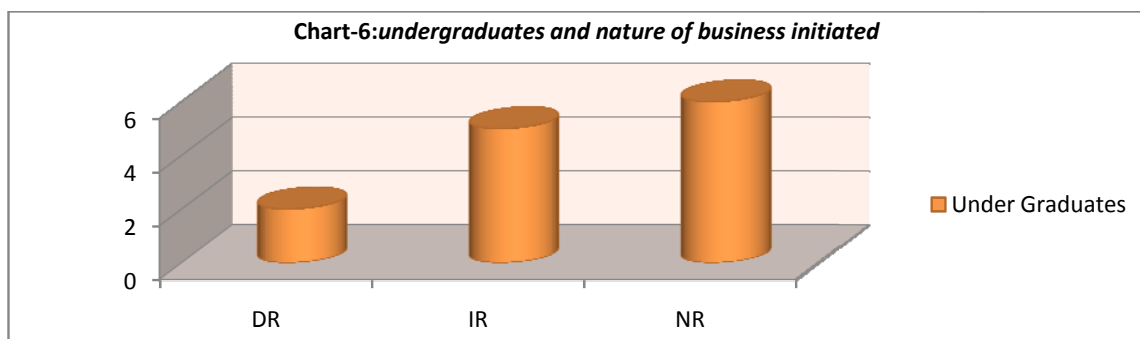
Interpretation: As for as graduates and nature of enterprises promoted is concerned 16.67% having direct relationship and majority of 50% do not have any relationship.

TABLE -6**RELATIONSHIP BETWEEN UNDERGRADUATES AND NATURE OF BUSINESS INITIATED**

Education	Sample	%	DR	%	IR	%	NR	%
Under graduates	13	100	2	15.38	5	38.46	6	46.16

Note: DR- Direct Relationship, IR- Indirect Relationship & NR- No Relationship.

Source: Compiled from field study



Interpretation: There is more of no relationship exists between undergraduate and nature of business exists for 46.16% respondents.

TABLE-7**RELATIONSHIP BETWEEN OCCUPATIONAL BACKGROUND OF ENTREPRENEURS AND THE NATURE OF ENTERPRISE PROMOTED**

<i>Occupational Background</i>	<i>Sample size</i>	<i>Direct relationship</i>	<i>Indirect relationship</i>	<i>No relationship</i>
<i>Government Services</i>				
Military	5	1	3	1
Civil	3	2	1	-
<i>Business Executives</i>				
Professionals	13	7	6	-
Engineers/Consultants	4	2	-	2
Teachers/Professors	2	2	-	-
Others	1	1	-	-

<i>Business and related activities</i>				
Traders /Merchants	28	13	8	7
Contractors	6	2	3	1
Others	3	-	1	2
<i>Agriculture and related activities</i>	11	3	2	6
Total	76	33	24	19

Source: Compiled from field study

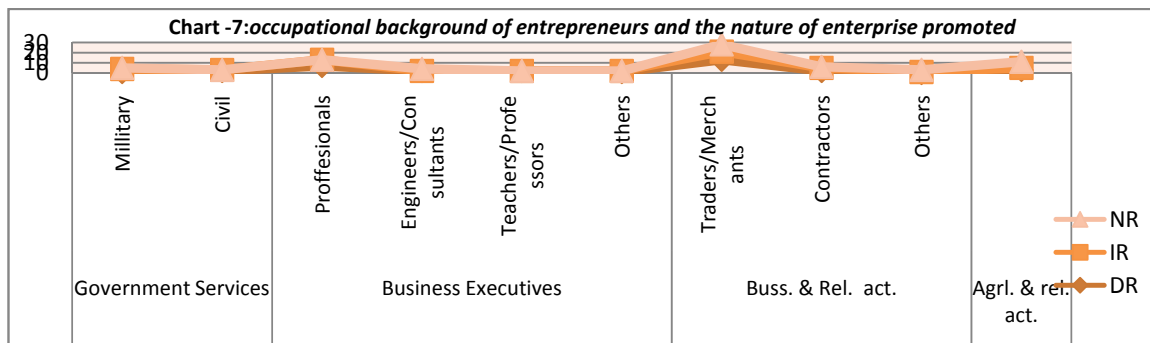


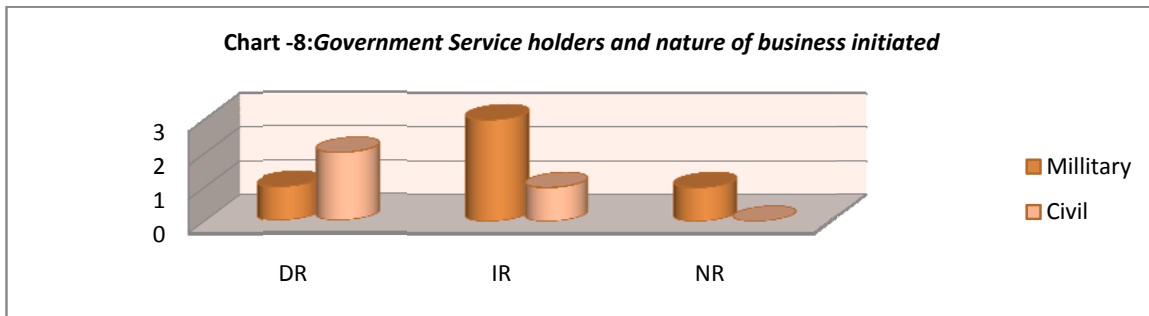
TABLE -8

RELATIONSHIP BETWEEN GOVERNMENT SERVICE HOLDERS AND NATURE OF BUSINESS INITIATED

Occupation	Sample	%	DR	%	IR	%	NR	%	Total
Military	5	62.5	1	20	3	60	1	20	100
Civil	3	37.5	2	66.67	1	33.33	-	-	100
Total	8	100	3	37.5	4	50	1	12.5	100

Note: DR- Direct Relationship, IR- Indirect Relationship & NR- No Relationship.

Source: Compiled from field study



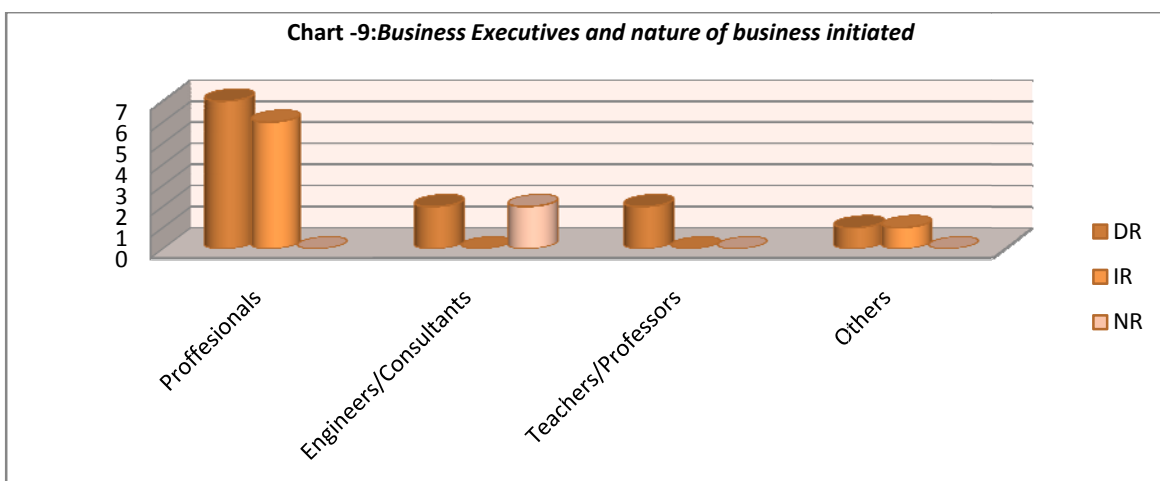
Interpretation: In case of Government service occupation background 50% indirect relationship exists, followed by 37.5% direct relationship and rest are no relationship with nature of business promoted.

TABLE -9
RELATIONSHIP BETWEEN BUSINESS EXECUTIVES AND NATURE OF BUSINESS INITIATED

Occupation	Sample	%	DR	%	IR	%	NR	%	Total
Professional	13	65	7	53.85	6	46.15	-	-	100
Engineers/consultants	4	20	2	50	-	-	2	50	100
Teachers / Professors	2	10	2	100	-	-	-	-	100
Others	1	5	1	100	-	-	-	-	100
Total	20	100	12	60	6	30	2	10	100

Note: DR- Direct Relationship, IR- Indirect Relationship & NR- No Relationship.

Source: Compiled from field study



Interpretation: Here, 60% direct relationship exists between business executives occupation back ground and nature of business initiated. Followed by 30% indirect relationship and rest are no relation.

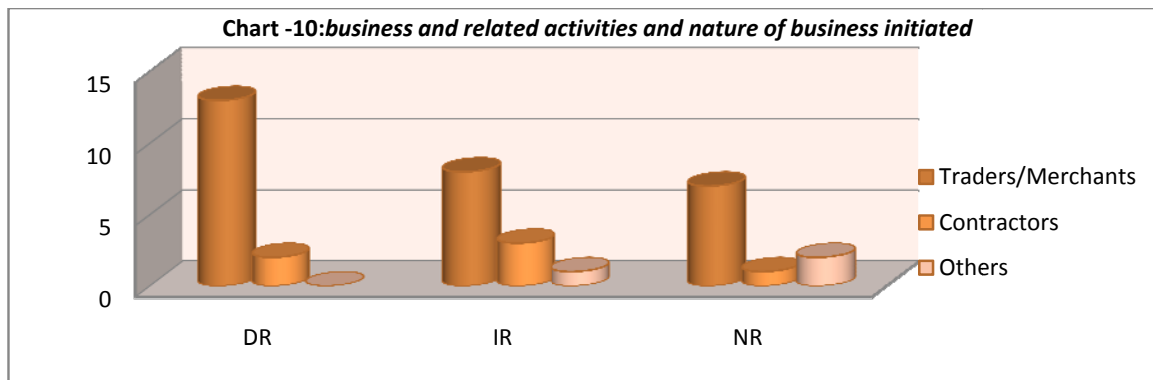
TABLE-10

RELATIONSHIP BETWEEN BUSINESS AND RELATED ACTIVITIES AND NATURE OF BUSINESS INITIATED

<i>Occupation</i>	<i>Sample</i>	<i>%</i>	<i>DR</i>	<i>%</i>	<i>IR</i>	<i>%</i>	<i>NR</i>	<i>%</i>	<i>Total</i>
Traders/Merchants	28	75.68	13	46.43	8	28.57	7	25	100
Contractors	6	16.22	2	33.33	3	50	1	16.67	100
Others	3	8.10	-	-	1	33.33	2	66.67	100
Total	37	100	15	40.54	12	32.43	10	27.03	100

Note: DR- Direct Relationship, IR- Indirect Relationship & NR- No Relationship.

Source: Compiled from field study



Interpretation: In case of 40.54% there exists the direct relationship between business and related activities occupation background and nature of business promoted, followed by 32.43% indirect relationship.

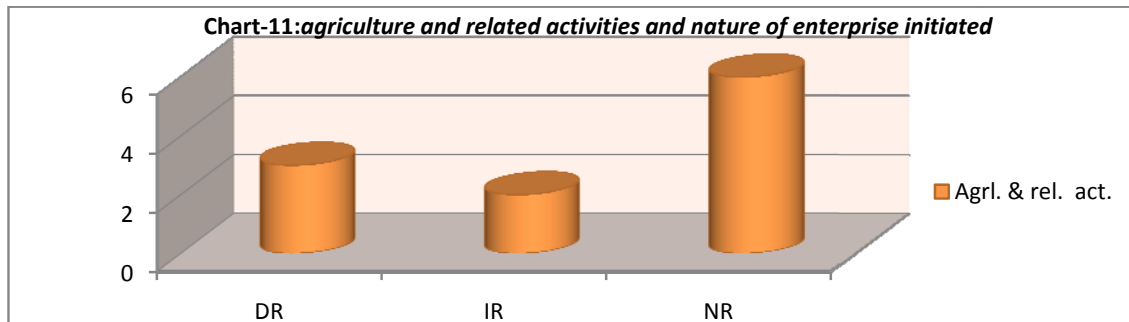
TABLE -11

RELATIONSHIP BETWEEN AGRICULTURE AND RELATED ACTIVITIES AND NATURE OF ENTERPRISE INITIATED

<i>Occupation</i>	<i>Sample</i>	<i>%</i>	<i>DR</i>	<i>%</i>	<i>IR</i>	<i>%</i>	<i>NR</i>	<i>%</i>
Agriculture and related activities	11	100	3	27.27	2	18.18	6	54.55

Note: DR- Direct Relationship, IR- Indirect Relationship & NR- No Relationship.

Source: Compiled from field study



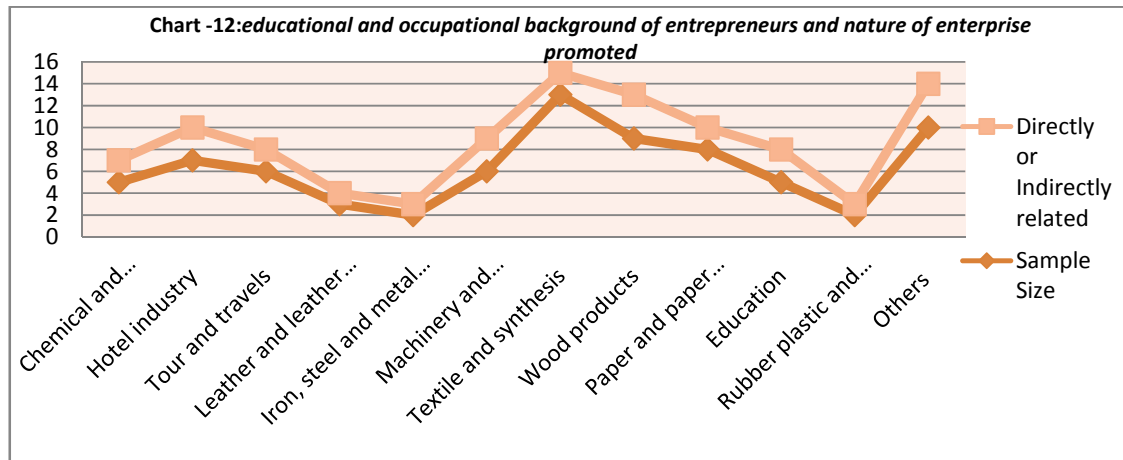
Interpretation: In case of agriculture and related activities occupation back ground and nature of business majority having no relationship.

TABLE-12

RELATIONSHIP AMONG EDUCATIONAL AND OCCUPATIONAL BACKGROUND OF ENTREPRENEURS AND NATURE OF ENTERPRISE PROMOTED

<i>Nature of enterprise</i>	<i>Sample size</i>	<i>Number of entrepreneurs having directly or indirectly related educational and occupational experience</i>
Chemical and chemical products	5	2
Hotel industry	7	3
Tour and travels	6	2
Leather and leather products	3	1
Iron, steel and metal products	2	1
Machinery and accessories	6	3
Textile and synthesis	13	2
Wood products	9	4
Paper and paper products	8	2
Education	5	3
Rubber plastic and glass	2	1
Others	10	4
Total	76	28

Source: Compiled from field survey



CONCLUDING NOTE

The concluding observation is that the nature of enterprise promoted is more linked with occupational experience than the educational qualification of the entrepreneurs it shows, that experience has more bearing than the education qualification of the choice of an industry. Entrepreneurs under study preferred those industries in which they had working experience, even though they possessed academic specialization in other industrial areas. It may be due to the practical experience in the areas of production, marketing, technology, raw materials etc. of a particular product which provides confidence in the production of such products at their own. Educational qualification provides only theoretical knowledge of a particular area, which may not be useful, even in carrying on producing of the same type of products. It is also found that educational qualification, occupational experience and nature of enterprises promoted are directly or indirectly related, only occasionally, and not in general.

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