

Functions and Processes of Entrepreneurship in Orissa

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ABSTRACT

Essentially, it is the summation of some of the findings of my fieldwork of "A Case Study of Selected Small Scale Industries in Orissa". The findings were arrived at by conducting structured as well as informal interviews of entrepreneurs who have set up Small Scale Industries in the Industrial Estates of Madhupatna and Jagatpur of Cuttack town in Orissa. The officials of the promoting agencies, commercial bank officials, employees in the industrial units, whole salers, retailers and the general public work also interviewed. The number of entrepreneurs interviewed time and again were 46 in number. Cross checking was done by interviewing people with whom they interacted in performing their entrepreneur role. The officials of the promoting agencies were from District Industries Centre at Cuttack, Office of Export Promotion and Marketing at Bhubaneswar, Orissa State Financial Corporation at Cuttack, and Small Industries Service Institute at Cuttack. The official of the Commercial Banks were from State Bank of India, United Bank of India, Punjab National Bank and Bank of Baroda.

INTRODUCTION

In this paper four vital functions of entrepreneurship, that is, the selection of product, arranging of finance, production and marketing are taken into account. The processes by which these functions are carried out in Orissa are explored. Finally focus has been drawn on the relationship between the entrepreneur and the government. The possibilities and constraints which are encountered by entrepreneurs are also highlighted. An attempt has been made to consider the non-conomic factors affecting the decision making of the entrepreneurs.

In the section relating to 'Selection of Product' the passive and imitative nature of the entire process has been dealt with. The activities of the consultant who are supposed to play an important role in making the project report have also been taken into consideration.

In the section 'Arranging of Finance' attention has been drawn to how the entrepreneur generally coming from the lower middle class is affected by his limited resources. As such the arranging of finance becomes the key issue for industrial venture for him. The sums involved in the transaction are larger than what could be arranged by

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