

The Phenomenon called Entrepreneurship : Broadening its Understanding

EDI hosted the Sixth Biennial Conference on Advances and Trends in Entrepreneurship Research during 9-11 February, 2005 with an aim to provide a forum to researchers, educationists and professionals to share their research findings and experiences in the field of entrepreneurship.

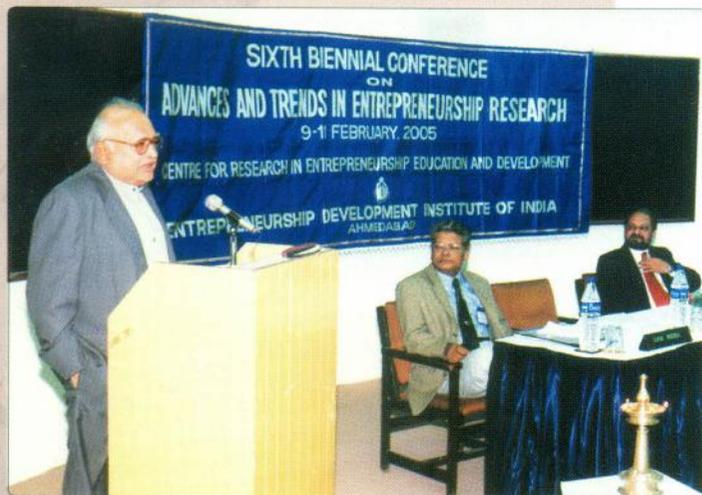
The Conference was inaugurated on 9th February 2005 with Dr. V.G. Patel, Former Vice-President and Director, EDI as the Chief Guest.

In the inaugural function Dr. Dinesh Awasthi, Director, EDI, pointed out the need to bring out Research in Entrepreneurship from this nascent stage and devise mechanism to promote it further. He called this Biennial Conference a huge step in this direction. Dr. Awasthi also focussed on increasing thrust of EDI on Research, adding that this is the only way which can make the efforts sustaining. Promising EDI's support, Director invited young researchers to take up entrepreneurship as a subject and contribute to expanding its frontiers.

Dr. V.G. Patel in his inaugural address began by giving an overview of the gradual creation of an environment of entrepreneurship.

Highlighting the factors that inhibited people from taking up entrepreneurship as a desirable option, Dr. Patel emphasized on the need for training in entrepreneurship. This training broke certain myths, associated with entrepreneurship, informed Dr. Patel, also at this point, emphasizing on the emergence of a cadre of trainer-motivators. He announced that there are around 1000 EDI trained trainers in the country who are devoted to the task of promoting entrepreneurship and that they must be recognized. Today's youth, in particular, said Dr. Patel, shy away from taking up Entrepreneurship as a desirable career option as finance for them is a major constraint. But he added that besides the financial constraints, non-financial ones such as; lack of motivation, adequate information on business know-how and its management are also some of the important factors, which are viewed as hindering factors.

Dr. Patel, maintaining the efficacy of entrepreneurship training, added that the EDI-EDP model has proved itself even on the grounds of the so called less entrepreneurial states of Bihar, U.P. etc. Dr. Patel, at this juncture, questioned as to why inspite of much advancement in the field, research was lacking. He urged the practitioners to document their knowledge and experience.



Dr. V. G. Patel, Former Vice-President & Director, EDI and Chief guest of the inaugural function addressing the guests. Also seen are (R-L) Dr. Dinesh Awasthi, Director-EDI and Dr. Sasi Misra, Distinguished Fellow and Conference Convenor.

He concluded by urging academicians to take up research activities and reiterated Dr. Awasthi's point that EDI has earmarked a fund for research, which these researchers must try to utilise.

During the conference around 72 research papers were submitted by 80 research scholars and academicians from across the country. Prof. Sasi Misra, Distinguished Fellow, who chaired the conference felt that the field of entrepreneurship had witnessed much enlargement and enrichment thus necessitating a deepened understanding of the phenomena. Prof. Misra felt that this conference was in line with present value-added and insightful contributions reflecting the current status of entrepreneurship theory and practice.

The 72 research papers presented focussed on the following areas :

- Strategic Management and Entrepreneurship
- Entrepreneurship in Global Economy
- Informal Sector and Entrepreneurship
- Entrepreneurship Models and Theories
- Socio-Psychological Dimensions of Entrepreneurship
- Operational and Managerial Issues in Entrepreneurship
- Local Governance and Entrepreneurship Communities
- Innovation and Entrepreneurship
- NGOs and Entrepreneurship
- Entrepreneurship Development and Entrepreneurship Education Programmes

Food Processing Industry.... Potential Galore

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Agriculture is India's foremost earner. The very essence of this sector's potential dynamism can be seen in facts that India's climatic and soil conditions as also the policy framework are inclined towards agriculture.

The present scenario points out that almost all kinds of agricultural produce are possible in India.

India is the second largest country, after China, producing 25 crore tonnes of food grains and thus forging ahead with a contribution of 26% to the GDP.

It is estimated that the production of food grains will be doubled in the next ten years. The product-wise scenario reveals that India's production of dairy products will reach



approximately Rs. 1, 00,000 million by the year 2005. The food and vegetable production will cross 4.2 crore tonnes and 6.8 crore tonnes, respectively. There are thousands of rice mills in the country and around 820 Roller Flour Mills that transform 1.05 crore tonnes of wheat into wheat-based products. No country can match India as far as the quality of mangoes is concerned. Indian tea is popular the world over and Indian coffee can now be compared with that of Columbia. There is a demand for Indian dry fruits abroad. Basmati, the Indian rice, has become a part of every household in our country. In addition to these, Indian pickles, fruit pulp, processed fruit, canned juice and papads with pepper have made a name throughout the world. So, India has the potential of becoming an agricultural powerhouse with tremendous scope to internationalise the operations of this sector.

Today the world's focus is on the Food Processing Industry Sector. India has to make the maximum of this opportunity, as this is not at all difficult with all its potential. It is worth the mention that India's total turnover of the food sector is 2, 50,000 crore which includes Rs. 80, 000 crore for value added products.

The total volume of the food processing industry in terms of rupees is Rs. 1,44,000 crore, which is 6.3% of the total GDP, thus contributing 6% to the total industrial investment and 13% to the country's total exports. Overall, the food processing industry comes at the 5th rank. The food processing sector provides employment to around 16 lac people which is almost 18% of the total industrial employment of the country. There are around 9000 units in the organised sector, 5000 of which are engaged in processing of vegetables and fruits. But due to inadequate infrastructure/transport facilities, approximately, 30% vegetables and fruits are wasted every year.

If the Indian food and food processing industry is promoted and encouraged properly, it will not only make a notable progress but also satisfy the increasing demand from International markets. At present, the share of Indian food products in the global market is less than 1.5%. Very few Indian food products including those that are branded, have earned a name at international level. Besides, most of the products are exported in bulk and do not carry any brand name. It is very important to establish a brand image. Established brands carry more authenticity and help in carving a niche in the international market. Aggressive and concentrated marketing efforts are required for this.

A large potential in export market also lies for bakery items, sea food, ready-made snacks, milk products, tomato paste, etc. The government has adopted a liberalized policy for the food processing sector by removing price control. The food industry has also been removed from the list of reserved small-scale industries. Reducing controls over imports and announcing financial sops have also been adopted as policy measures.

Since 1991 Direct Foreign Investments have been encouraged in the food processing industry. Government has given its consent for setting up 100% E.O.U.s. (Export Oriented Units) and has approved around 1135 proposals for setting up joint ventures in this sector. Approximately Rs. 26,000 crore is the foreign investment in the food processing sector. The share of Direct Foreign Investment in this is Rs. 9100 crore. Government has initiated the National Food Processing Policy and has also introduced relaxations to ensure that the sector grows.

As far as development in the context of investments and exports is concerned, the biggest hurdle is inadequate infrastructure facilities. Improvement in storage, transport and other infrastructural facilities needs concentration. It is estimated that due to inadequate storage facilities, transportation, cold storage and other required facilities, agricultural products worth 7000 crore are wasted every year.

In India, less than 2% of fruits and vegetables are processed whereas in Thailand it is 30%, in Brazil 70%, in Phillipines 78% and in Malaysia 80% of the total quantity of vegetables