

A study on Leadership Qualities of selected entrepreneurs running MSME's in Dakshina Kannada district Karnataka

* Mr. Gurudath Shenoy

* Mr. Sandesha S. N.

** Mr. Dinakara

Abstract

In emerging economies like India starting an enterprise demands strong enterprising ability. Any persons or enterprises for that matter should come out with brighter ideas with sound leadership qualities & skills that bring continuous inspiration in their mind sets. A successful leader has good communication & leadership skills which can motivate professionals any time. These qualities will continue at all walks of life. A successful entrepreneur however has exceptional abilities to communicate their ideas with impressive words & listen with their hearts. This clearly shows that successful entrepreneurs can lead effectively in their thought, words & deeds & can successfully run their enterprises throughout. A study is conducted at Dakshina Kannada district covering 5 taluks with the intention of assessing their leadership qualities.

Key words: Emerging, Enterprising, Exceptional, & Entrepreneurs.

Introduction

India is a country with full of opportunities for the people of all talents. People are interested to start up new things, achieve something unique, hence they think of starting emerging enterprises. Starting an enterprise newly needs stronger ideas, stable mental set up, innovative thinking, leadership communication, & core competencies. Micro small & Medium Enterprises started in India from 2006 onwards with an intention of providing self-employment opportunities to lakhs of interested entrepreneurs & to make better utilization of their enterprising leadership talents across the nation. Enterprising leadership today can substantially. Contributions of leaders running their own enterprises are as follows

- Job creation for the talented pool in the society
- Better utilization of optimal societal resources
- Direct & Indirect contributor of revenue to the government
- Societal benefits to the society through generous contributions for a sponsor able event

MSME's contribution to our society in general & to our country in particular as of present includes the following

- Employment generation & Job creation to the societal professional & unprofessional Youths.
- Resources are extracted in optimal manner from time to time, collected by small enterprises as inputs & supply the same to medium & large enterprises for the production of semi-finished & finished outputs.
- Substantially contribute to push up our export positions from time to time.
- Revenue contribution to our government in the form of Direct & Indirect Taxes.
- MSME's help in improving the position of economic growth.

Present trends observed from Indian context for MSME's:

- ✍ MSME's are in the stronger verge of expansion, continuous improvement through the development of better ideas etc.
- ✍ Rural MSME's are very much emphasized & are performing better by providing consistent results.

*Assistant Professor, SDM College, Ujire

**Guest faculty, Mangalore University

- ✎ Existences of Women run enterprises in both Manufacturing & services sector.
- ✎ Attractive schemes for both financing & meeting the requirements for starting new enterprises.
- ✎ Collateral free loans for financial schemes for borrowings up to rupees 10 Lakhs.
- ✎ Schemes for Expansion & diversification of Economic activities

Leadership Qualities expected from entrepreneurs running MSME's:

Major qualities expected from creative entrepreneurs are the following, this may differing from enterprise to enterprise

- Always give credit- Those who are the part of the team deserves credit for the good work completed by them from time to time & also for the consistent tireless efforts. A potential talent has to be identified & recognised.
- Show the path \ direction- Suppose if a team member has lost track or got demoralized due to worst situations faced, the foremost duty of the leader is to correct them on time by showing right directions.
- Prepared to take risk- A situation may come across having both favourable & unfavourable situations suppose if , by facing unfavourable situations a substantial gain is expected, then entrepreneur should not hesitate to accept such challenges & convert the same into opportunities. Entrepreneurs should be prepared to take calculated risks.
- Better communication- Communication should be sound enough & be capable enough to give instant results. Communication should be inclusive of the following. Don't hide bad news, speak the truth, never overpromise, Do what you say you do. Effective communication includes the following, Strong Vision, Better Message & huge expectation.
- Support team completely- At any point of time give complete support to team & its members. Motivate them so that they gain confidence & perform better. Team can bring amazing results if whole hearted support as given on time.

- Honour your commitments- Any commitments given should be honoured on time without fail. Team expects a lot from leader hence commitments given in any form should be taken very seriously.
- Learn from others- An entrepreneur learns many things from his daily experiences. Sometimes the result is success & sometimes it is a bitter failure. Everyone in this earth is superior in one or the other qualities & we learn many things from almost all the people whom we come across in our dealings. Starting from the smaller till Top Management level learning is continuous. Learning is by observation, Knowledge & own experience with others.

The above mentioned are the most important noteworthy qualities observed in entrepreneurs having high leadership qualities.

Objectives of study:

The study is undertaken to full fill the following objectives, these are as mentioned below

- ⊗ To assess & evaluate Leadership qualities of selected entrepreneurs.
- ⊗ To study & understand entrepreneurs leadership skills.
- ⊗ To study & understand entrepreneurs relationship with others in the society.
- ⊗ To impart suitable suggestions for improvement.
- ⊗ To understand leadership styles of selected entrepreneurs.

Methodology:

The study is conducted covering 5 districts of Dakshina Kannada(Sullia, Puttur, Buntwal, Mangalore & Belthangady) respectively. This study is basically a source study that tries to understand from the responses given by the selected established dynamic entrepreneurs the required leadership qualities. Entrepreneurs covered in the study basically run the following businesses:

- * Cashew Industry
- * Rice Mills
- * Coconut oil mills
- * Bottling & soft drink plants
- * Home Industry & Condiments

- * Candle Manufacturing
- * Outdoor Caterers
- * Dairy
- * Poultry & Hatcheries

Scope & Significance of study:

Study helps in understanding leadership skills of selected entrepreneurs which helps them in successful management of their enterprise. Our younger generation requires strong extensive training on leadership qualities that is extremely helpful in facing any kind of situations. The study is also useful in developing trained young entrepreneurs, who can be a source of secondary line for existing business & future entrepreneurs for upcoming business. Business enterprises in future can also be continued using same or perhaps better by conducting higher researches by taking larger geography & higher sample size.

Data collection plan:

Data for the study is collected from two major sources; these are primary & secondary sources. Primary data is collected by Questionnaire, observation & Interview methods & secondary data is collected from books, Journals, Newspapers & related websites. Collected data is further analysed using suitable tools & techniques & the major findings of the study is given followed by suitable suggestions for improvement. The study is thereby concluded.

Sampling Plan:

The type of sampling selected for conducting this study is convenient sampling by selecting experienced well established entrepreneurs of the district for collecting responses. Sampling area for the study represents entire Dakshina Kannada district covering 5 major taluks & the size of the sample is restricted to 50 entrepreneurs which includes 20 from Mangalore, 15 from Puttur, 5 from Sullia, 5 from Belthangady & 5 from Buntwal.

Limitations observed in the study are as follows:

- (1) The study is conducted at D K District Of Karnataka only & others are excluded in the study.
- (2) Time spent for conducting the study is one month only, this shows time limitations.
- (3) Limited companies couldn't be covered as

they are very less in number in the study area & they have internal restrictions which strongly refrain them from sharing information outside.

- (4) There may be biases in the responses given by the entrepreneurs but it is tried to the level best to minimize the bias responses.
- (5) Only selected 50 Entrepreneurs are considered for the study.

Major findings of the study include the following:

- (1) 44% of Entrepreneurs of the study area are represented in the age group of 31-40 years category.
- (2) 42% of the Entrepreneurs are having more than 5 years of business experience.
- (3) As per the study conducted it is found that 14% of the respondents run outdoor catering business, 6% run Dairy, 12% run poultry, 16% run Rice mills, 12% run Cashew Industry, 17% run bakery unit, 7% run Furniture marts & saw mills, 17% run Beauty Parlour & fitness clubs respectively.
- (4) 70% of the entities run proprietorship business & 30% are partnership concerns.
- (5) 84% of the entrepreneurs surveyed are male & 16% of the entrepreneurs are females.
- (6) 82% of the entrepreneurs have timely reporting practises to the Government through their respective Auditors.
- (7) 76% of the entrepreneurs are taking calculated risks; also maintain good relationship with both their internal & external environments.
- (8) 86% of the entrepreneurs have maintained their Credibility, Commitments on time, Trustworthiness, Name, Fame & Reputation in the respective society, but this is subject to exceptions.
- (9) 72% of the entrepreneurs have command over their external environment due to their high influencing & convincing communication.
- (10) 70% of the entrepreneurs have better bargaining & negotiating power & they exhibit appropriate market leadership by strongly using their financial stability & strong purchasing power.

Major suggestions included in the study:

It is considered appropriate to include following suggestions in the study, these are as follows

- (1) From the feedback obtained from the external environment, it was made clear that few of the entrepreneurs in the name of leadership try to dominate others (Small Entrepreneurs) in the market. This may desperately affect them in the long run moreover it is not the symbol of good sign.
- (2) Online Markets have come & are presently in buying practises, this may a very close substitute which cannot be ignored at any cost.
- (3) Some of the entrepreneurs ignore customer complaints; this should not be ignored & overlooked.
- (4) Equal benefits should be provided to all employees of entrepreneurs, else it may pave the way for organisation politics, Favouritism, etc.

Conclusion

The Study undertaken is the strong base to understand & evaluate entrepreneurial leadership skills. Most of the entrepreneurs are good enough to manage their complete enterprises, but enterprises today have to watch present & future market trends. If the present & the future upcoming trends do not support, a time may sooner come that leadership may no longer sustain or someone else may confiscate the leadership position from present experienced entrepreneurs.

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