CHAPTER -12

CONSUMER PROTECTION

Marketing begins with customer and ends with the customer. A consumer is to be a king in a free market economy. The earlier approach of "**caveat emptor**" which means 'Let the buyer beware' has now been changes to '**caveat vendor'** which means ' Let the seller beware'. Customer is the beginning and end of our marketing. But in reality consumers are often exploited due to their ignorance and lack of unity among them. Misleading advertisement, adulterated products, underweighting, overcharging, hoardings are some of the examples of exploitation of consumers. Thus there is a need for providing adequate protection to the consumers against such practices of the sellers or manufacturers.

Consumer's protection is a movement to protect and promote the interest of consumers. Consumer protection means adoption of voluntary measures, legal measures and willingness on the part of business to safeguard the interest of consumers.

IMPORTANCE OF CONSUMER PROTECTION

Consumer protection has a wide agenda. It is not only includes educating consumers about their rights and responsibilities, but also helps in getting their grievances redressed.

Protection of consumers is important:

(a) From the point of view of consumer's

1. It is necessary to educate the customers about their rights and beliefs.
2. It helps to protect the consumers from unfair trade practices like defective and unsafe products, black marketing, adulteration etc.
3. Consumers need to be organized in the form of consumer organizations which would take care of their interests.

(b) From the point of view of business

1. Business firm should aim at long term profit maximization through customer satisfaction. The business who ignore the interest and satisfaction of customers lose their goodwill and customers
2. As the business makes use of society's resources, it has the obligation to give reasonable return to the nation and its people.

3. As business has social responsibilities towards various interest groups like shareholders, employees, governments, creditors etc. therefore it should not be exploiter but must be a servant.
4. It is the moral duty of any business to take care of consumer's interest and avoid any form of their exploitations.
5. A business engaging in any form of exploitative trade practices, would it invite government intervention or action. This will adversely affect the image of the company.

LEGAL PROTECTION TO CONSUMERS

The Indian legal framework consists of a number of regulations which provide protection to consumers. They include:

1. **The consumer protection Act-1986 (CPA):** The consumer Protection Act 1986 was passed to promote and protect the rights of customers. The Act came into force from 1st July 1987. This ACT is considered to be the '**Magna Carta**' of Indian consumers. The act protects the following rights of consumers.
   (a) Right to safety (b) Right to Information (c) Right to choose (d) Right to heard (e) Right to seek redressed (f) Right to education
2. **The Contract Act 1872 :** The Act prescribes the conditions by which promises made by parties to a contract would be binding on each other.
3. **The Sale of Goods Act 1930:** The Act provides some safeguards and reliefs to the buyers of the goods in case of the goods purchased do not match with express or implied conditions
4. **The Essential Commodities Act 1955** : This Act provides for control of production, Supply, and distribution of essential commodities, check inflationary trends in prices and ensures their equitable distribution.
5. **The Agricultural Produce (Grading and Marking) Act 1937:** The Act prescribes grade standards for agricultural commodities and livestockproducts. The quality mark provided under the Act is known as AGMARK.
6. **The Prevention of Food Adulteration Act -1954:** The Act checks adulteration of food items and ensures their purity in the interest of public health.

7. **<u>The standards of weights and Measurement Act -1976 :</u>**This Act is applicable to those goods which are sold or distributed by weight, measure or number . .It gives protection to consumers against the malpractice of underweight or under measure
8. **<u>The Trade Marks Act -1999 :</u>** This Act prevents the use of fraudulent marks on products and thus provides protection to the consumers against such products.
9. **<u>The Competition Act-2002:</u>** This act replaced Monopolies and Restricted Trade practices Act 1969 (MRTP). The Act provides protection to the consumers in case of concentration of economic power in few hands.
10. **<u>The Bureau of Indian Standards Act -1969:</u>** The bureau has two set of activities (a) Formation of quality standards (b) Certification through BIS Certification. Manufacturers will be allowed to use ISI mark on their products only if the products confirm to the prescribed quality standards.

Of all the above, The Consumer protection Act is the most important one.

CONSUMER PROTECTION ACT -1986 (CPA)

Consumer protection Act 1986 is an important landmark in the history of consumer protection legislation in India. The consumer Protection Act 1986 was passed to promote and protect the rights of customers. The Act came into force from 1st July 1987. This ACT is considered to be the 'Magna Carta' of Indian consumers. The act protects the following rights of consumers.

(b) Right to safety (b) Right to Information (c) Right to choose (d) Right to heard (e) Right to seek redressed (f) right to education

<u>Features of Consumer protection Act.</u>

1. It applies to all goods and services except the goods exempted by the governments
2. It safeguards the consumers against different types of exploitations
3. Act provides simple, speedy and inexpensive redressal of consumer grievances
4. The provisions of the Act are compensatory in nature
5. It covers important consumer rights.
6. Public, private and the cooperative sector are covered by the Act.

<u>CONSUMER RIGHTS</u>

There are six rights provided to consumers under the Act. The right includes the following

1. **Right to safety:** The consumer has the right to be protected against marketing of goods which are hazardous to life and health.
2. **Right to informed:** The consumer has a right to have complete information about the product he intends to buy including its ingredients, date of manufacture, price, quality, direction to use, possible side effects etc.
3. **Right to choose:** The consumer has the freedom to choose from a variety of products at competitive prices. This implies that marketer should offer a wide variety of products in terms of quality, brand, prices, size etc.
4. **Right to be heard:** The consumer has the right to file a complaint and to be heard in case of dissatisfaction with goods and services. Therefore, many reputed firm have, set up their own consumer service and grievance cells.
5. **Right to seek redressal:**The consumer has right to get relief in case of product or service falls short of his expectations. The CPA provides number of reliefs to consumers including replacement of product, removal of defects in the product, compensation for loss etc.
6. **Right to consumer education:** This is the right of consumer to know his rights as per law and the remedies available to him if there is any grievance. This is possible only through consumer education.

CONSUMER RESPONSIBLITIES

A consumer should accept certain responsibilities while purchasing, using and consuming goods and services.

1. Be aware about various goods and services available in the market so intelligent purchase can be made.
2. Buy only standardized goods as they provide quality assurance. ie. Look for ISI mark on electrical goods, FPO mark on food products, Hallmark on jewelry etc.
3. Learn about the risks associated with products and services, follow manufacturer's instructions and use the products safety.
4. Read labels carefully so as to have information about prices, net weight, and manufacturing and expiry date.
5. Ask for cash memo on purchase of goods or service
6. Be honest in your dealings. He must choose only from legal goods and services, discourages unethical practices like black marketing, hoardings etc.

7. File a complaint in an appropriate consumer forum in case of a shortcoming in the quality of goods purchased or services availed.
8. Consumer must protect the environment. They must avoid waste and pollution.
9. Form consumer societies which would play an active part in educating consumers and safeguarding their interests.

WAYS AND MEANS OF CONSUMER PROTECTION

Various ways and means of consumer protection are given below

1. **Self-regulation by business:** Socially responsible firms follow ethical standards in dealings with their customers. They have started customer grievances cell to attend the complaints of consumers.
2. **Business associations:** Business associations like Federation of Indian Chambers of Commerce (FICCI), Confederation of Indian Industries (CII) etc., lays down their code of conduct fortheir members and guidelines in their dealing with the consumers.
3. **Consumer awareness:** A consumer who is aware of his rights will be in a position to raise his voice against unfair trade practices.
4. **Consumer organisations:** These organisations educating the consumers about their rights by organizing training programs, seminars and workshops. They can force business firms to avoid malpractices and exploitation of consumers.
5. **Governments:** Governments can protect the interests of consumers by passing special Act (Consumer Protection Act) and by enacting various legislations.

WHO IS A CONSUMER

Any person who buys any goods against consideration is a consumer. It also includes any user of such goods other than the person who buys such goods where, such user is made with the original buyer's approval. However, if the goods are purchased for resale or any commercial purpose then the buyer is not a consumer and cannot avail the protection under the Consumer protection Act 1986.Similarly any person who hires or avails of any services against consideration is also a consumer and it includes any beneficiary of such services, of course with the approval of the original consumer.

WHO CAN BE FILE A COMPLAINT

Under the Consumer Protection Act, 1986, a complaints before the appropriate consumer forum can be made by

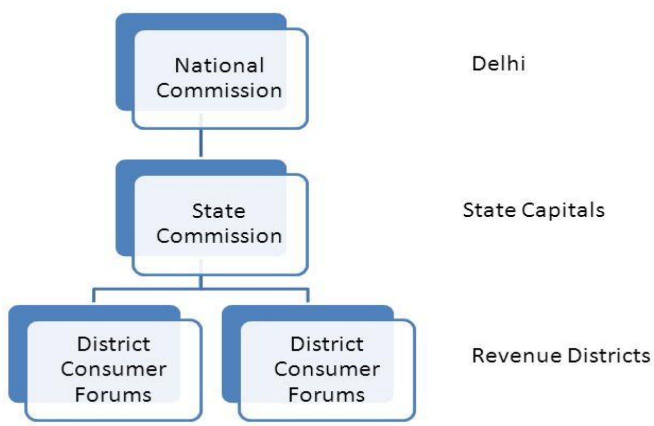
1. Any consumer

2. Any registered consumer's association
3. The central government or any state government
4. One or more consumers having the same interest.
5. A legal heir or representative of a deceased consumer.

REDRESSAL AGENCIES UNDER THE CONSUMER PROTECTION ACT

The Consumer Protection Act has set up three-tier machinery at the district, state and national level known as the District Consumer Dispute Redressal Forum, State Consumer Disputes Redressal commission and National Disputes Redressal Commission. They are popularly known as District forum, State commission and national Commission

Consumer Courts Hierarchy



1. **<u>District forum:</u>** Established by the State Government in each district. This forum can entertain complaints where value of goods or services and compensation claimedup toRs. 20 lakhs. It consists of one present and two other members (One of whom is to be a woman).The district forum shall pass an order after considering the test report and hearing to the party against whom the complaints is filed. An appeal against the order of district forum can be filed with state Commission within 30 days.

2. **State Commission:** It is established by the State Government. The commission will hear complaints where value of goods or services and compensation claimed is over 20 lakhs but less than Rs. 1 crore. It shall consist of president and not less than 2 members, one of whom should be a woman. The State commission shall pass an order after consideringthe test report and hearing to the party against whom the complaints is filed. An appeal against the order of state commission can be filed with national Commission within 30 days.
3. **National Commission: It is** constituted by the Central Government. The commission will hear original complaints only if the value is Rs 1 crore or more It shall consists 5 members, the president, 4 other members, one of whom is to be a woman. The president of the commission should a person who is/has been a judge of the Supreme Court.The National commission shall pass an order after consideringthe test report and hearing to the party against whom the complaints is filed. An appeal can be filed against the decision of National commission with the Supreme Court within 30 days.

REMEDIES/RELIEFS AVAILABLE TO CONSUMER UNDER THE CONSUMER PROTECTION ACT , 1986

If the consumer court is satisfied about the genuineness of the complaints it can issue one or more the following directives to the opposite party

1. To remove the defect in goods or deficiency in service
2. To replace the defective products with a new one free from any defects.
3. To refund the price paid for the product
4. To pay a reasonable amount of compensation for any loss or injury suffered by the consumer.
5. To discontinue the unfair/ restrictive trade practice
6. Not to offer hazardous goods for sale.
7. To withdraw the hazardous goods from sale.
8. To cease manufacture of hazardous goods.
9. To issue corrective advertisement to neutralize the effect of a misleading advertisement.
10. To pay adequate costs to the appropriate party.

Role of Consumer organisations and Non governmentorganisations(NGOs)

Consumer organizations are voluntary association of consumers. In India several consumer organization and Nongovernmentalorganization (NGO's) have been set up for the protection and promotion of consumer interest. Some of the important Consumer organizations and NGO's are

1. VOICE, New Delhi ,(Voluntary Organisation in interest of Consumer Education)
2. Consumer Coordination Council, Delhi,
3. Common Cause , Delhi
4. Consumer Education and Research Centre (CERC), Ahmedabad
5. . Consumer Protection Council (CPC), Ahemedabad
6. Consumer guidance Society of India(CGSI), Mumbai
7. Consumers association, Kolkota.

Functions of Consumer organisations and NGOs are:

1. Educating the general public about consumer rights by organizing training programmes, seminars and workshops.
2. Publishing various literary materials such as brochures, journals, booklets containing consumer protection information
3. Giving training to consumers on better purchase
4. Collecting various samples of different goods and testing their quality
5. Providing legal assistance to consumers by the way of providing aid and legal assistance.
6. Encouraging consumers to purchase consumer friendly products
7. Encouraging consumers to boycott defective quality products.
8. Helping the consumers in getting quality service like banking, insurance, education, medical aid etc.
9. Conducting research and study on different consumer problems
10. Working for the development of a consumer friendly society.

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CHAPTER-13

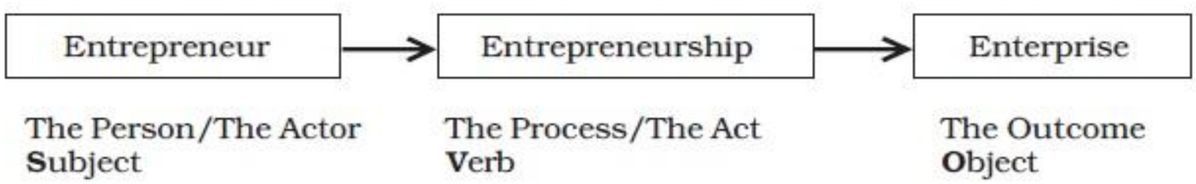
ENTREPRENEURSHIP DEVELOPMENT

The person who set up business is entrepreneur and the outcome of the process (the business unit) is called enterprise.

An entrepreneur 'as the one who always searches for change, responds to it and exploits it as an opportunity" - peter Drucker

The term entrepreneurship simply means creation of business or starting of business.it is the process of changing idea into commercial opportunities and creating value. An enterprise is a business unit. It is a unit involving risk and uncertainty.

The relationship betweenentrepreneurship, entrepreneur and enterprise can expose as in a SVO(subject-Verb-Object) analogy.



SVO Analogy

CONCEPT OF ENTREPRENEURSHIP

The word 'entrepreneurship' is derived from the French word 'entreprende' which means 'to undertake'. By the eighteenth century, French economist Richard Cantillon used the term entrepreneur with regard to business. He defines as an **entrepreneur" as a person who buys means of production at certain prices view to sell them at uncertain prices in the future".**

Now the twenty first century, the entrepreneur role has totally changed. Now the entrepreneur contributes his own initiative and skill in planning, organizing and administering the enterprise. Innovation is the hallmark of good business.

An entrepreneur is basically a businessman. But there is a difference between the two terms. Entrepreneur is more than a business man. If the business man brings some innovation to his activities and eyes on value addition to his products or service he is called entrepreneur. That means all entrepreneurs are business man but all business are not entrepreneurs.

CHARACTERISTICS OF ENTREPRENEURSHIP

1. **Innovation:** It is the process of creating new ideas and put them into practice. From the point of view of the firm innovation may be cost saving or revenue enhancing. Entrepreneurship is creative in the sense that it involves creation of value, introduction of new product, discovery of new market, sources of supply of inputs, technological breakthrough, introduction of new organizational forms etc.
2. **Systematic activity:** Entrepreneurship is a systematic, step by step and purposeful activity. It has some skill, knowledge and competency is required. This is possible through formal education, vocational Training, observation and work experience
3. **Lawful and purposeful Activity:** The object of entrepreneurship is lawful business. Purpose of entrepreneurship is creation of value for personal profit and social gain.
4. **Organization of production:** Organizing and management of production are the main functions of entrepreneur. In modern times land, labour and capital are scattered all over the world. It is the entrepreneur who brings together the various factors of production. The success or failure of an enterprise largely depends on how efficiency he carries out the organizational function.
5. **Risk taking:** Entrepreneurship involves risks. The entrepreneur has to invest money in the enterprise on the expectation of getting in return sufficient profit along with the investment. Profit is the reward for risk taking. However there is no guarantee to getting back theprofits or investment. It is generally believed thatentrepreneur takes high risks.

Relationship between entrepreneur and manager

In an organization, one can see the role of a manger to do the duties assigned to him by the entrepreneur. The manger supposed to the administrative head of an organization and sometimes the two terms manger and entrepreneur are used interchangeably. To more precise an entrepreneur can be a manger but a manager cannot be an entrepreneur.

Difference between Entrepreneur and manger

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ENTREPRENEUR	MANGER
1 .Entrepreneur is the owner of enterprise. He is his own boss	1. Manger is the employee of the entrepreneur
2. Approach to task is informal	2 Approach to task is formal
3. Primary motivation is achievement	3 . Primary motivation is to have power.

(Self motivated)	
4. Entrepreneur introduces innovations and new ideas	4 Manger executes the plans of the entrepreneur ie. Ideas into practice
5. Risk taker	5 Risk averse (not taking the risk)
6. Scale of operation in small business	6 Scale of operation in large business
7. Entrepreneurs responsibility is high	7 Mangers responsibility is low
8. Entrepreneur focus on business start upie. Entrepreneurs starts new business.	8 Manger operates an existing business
9. An Entrepreneurs gets profits which is highly uncertain	A Manger gets salary which is certain and fixed.

NEED FOR ENTREPRENEURSHIP

Entrepreneurship is one of the key drivers of our economy. In the present Indian Context where on the one hand, employment opportunities in the public sector and large scale sector are shrinking and on the other, vast opportunities arising from globalization are waiting to be exploited.

Concentration of economic power regional imbalances, exploitation of monopolists, and many other bigger problems can be solved through entrepreneurship development. It is an accepted belief that without entrepreneur activities, the process of industrialization is not possible. They ensure better quality of goods and services at the lowest cost. They generate employment opportunities and arranges for the betterment of standard of living. Entrepreneurship can generally take India forthe heights of becoming a super economic power.

FUNCTIONS (ROLE) OF ENTREPRENEUR IN RELATION TO ECONOMIC DEVELOPMENT

Entrepreneurs 'organize' the production process. In the absence of this function all other resources, namely land, labour and capital would remain idle. The entrepreneur actually makes the other factors productive and useful

The important functions entrepreneurs perform in relation to economic development are

1. **Contribution to GDP:** Increase in Gross Domestic Product (GDP) is an indicator of economic development. Entrepreneur coordinates the various factors of production and select best combination of factors. The biggest contribution of the entrepreneurship lies in capital formation and generation of employment. This leads to increase GDP, and per capita income of the people in a country.
2. **Capital formation:** Entrepreneurs promote capital formation by mobilizing the idle saving of public. They employ their own as well as borrowed resources for setting up their

enterprises. Such activities lead to creation of wealth, which is essential for the industrial and economic development of the country.

3. **<u>Generation of employment:</u>** with the setting up of more or more business units by entrepreneurs, a large number of employment opportunities are created.
4. **<u>Generation of business opportunities for others:</u>** Every new business creates opportunities for the suppliers of inputs (Backwardlinkage) and the marketers of the output (forward linkage). Eg: As a pen manufacturer, business provides opportunities for refill manufacturers (backward integration) as well as wholesalers and retailers of stationary products (forward integration).
5. **<u>Improvement in economic efficiency :</u>** By combining various factors of production, entrepreneurs produce goods and services that meet the needs and wants of the society. They ensure production of better quality of goods and services at lowest cost. Entrepreneurs improve economic efficiency. ie. Greater output from the same input.
6. **<u>Increasing the scope of economic activities:</u>** Development of entrepreneurship helps to increase production thereby market grows and expands. Thus economy expands. Entrepreneurship development helps in faster industrialization and promoting balanced regional growth.
7. **<u>Impact on local communities:</u>** Majority of entrepreneurs in India do their activities on a small scale basis. As there is noentry barriers such as qualifications etc., entrepreneurship is more attractive option to marginal groups like women, SC, ST, OBC etc.
8. **<u>Fostering the spirit of exploitation and experimentation</u>**

   Economic development requires breaking away from the traditions and beliefs that hinder growth. Entrepreneurs being innovation see changes as an opportunity experiment with moral ideas and transform them into reasons for persistent economic development.

ROLE OF ENTREPRENEURS IN RELATION TO THEIR ENTERPRISE

The role of entrepreneurs in relation to their enterprises can be explained drawing tha analogy from musicology. Entrepreneur is not only the composer of music and the conductor of orchestra; he is a one man band.

According to Peter Kilby ,an entrepreneur has to perform four groups of functions

I. Developing exchange relationship
   (a) Perceiving market opportunities
   (b) Gaining command over scarce resources

(c) Purchasing inputs

(d) Marketing of products and responding to competition

II. Political administration

(a) Dealing with public bureaucracy (approvals, concessions, taxes)

(b) Managing human relations with the firm

(c) Managing customer and supplier relations

III. Management Control

(a) Managing Finance

(b) Managing Production

IV. Technology:

(a) Acquiring and overseeing assembly of the factory.

(b) Industrial engineering

(c) Upgrading the production process and production quality

(d) Introducing new production techniques and products.

The above various elements are not sequential. Entrepreneur has to address to all these elements simultaneously. Yet he prefers one over the other depending upon his attitude. Following are the various challenges that may be relevant at each stage

(a) **<u>Opportunity scouting :</u>** Entrepreneurs are people who have the ability to see and evaluate business opportunities . They always search for change respond to it and exploit it is an opportunity.

(b) **<u>Identification of specific product offering:</u>** After the product is produced, the entrepreneur has to explore market for his produce. Decisions on specific product offering necessitates decisions on who is buying, why and what are the value expectations

(c) **<u>Feasibility Analysis:</u>** The product offering ideas must be a feasible one. Feasibility analysis is the first stage in the project formulation process. Feasibility study allows the entrepreneurs to investigate the possible negative and positive outcomes of a project before investing too much time and money.

<u>Aspects of feasibility Analysis</u>

1. Technical asapects
2. Administrative /Legal aspects
3. Commercial aspects
4. Economical aspects

5. Financial aspects

Process of setting up a business

The process of entrepreneurship Development

Entrepreneurship does not emerge spontaneously. It is the outcome of a dynamic process of interaction between the person and the environment. The decision to become an entrepreneur is the choice of the individual. A well organized financial system, infrastructure facilities, government support etc. will help thrive entrepreneurship. Development of entrepreneur means inculcating entrepreneur traits into a person, imparting the required knowledge, developing the technical, financial, marketing and managerial attitudes. Specialized entrepreneurshipdevelopment institutions such as Entrepreneurship Development Institute of India (EDI), National Institute for Entrepreneurship and small Business Development (NIESBED) etc. that conduct entrepreneurship awareness (EAP) and Entrepreneurship Development Programme (EDP) prevailing socio-cultural aspects also affect development of entrepreneurship programmes.

Role of the Individual in Entrepreneurship Development.

Individual personality and environmental influences shape an individual to become an entrepreneur. Entrepreneurs can be developed and trained to undertake ventures. The entrepreneurial faculties can be developed through planned efforts. People are motivated, trained and developed to be entrepreneurs. There are many men and women are ready to set up a business of their own. In order to set up a business, they should possess some competencies like know how, skills etc.

ENTREPRENEURAL COMPETENCIES

Competence refers to a composite of knowledge, skills, attitudes and motivation in a person that make his/her effectiveness for a task.

Entrepreneurship Development Institute of India (EDI) has identified a set of 15 competencies that contribute towards entrepreneurial performance and success. These are:

1. **Initiative:** It is an inner urge in an individual to do something. It is an entrepreneur who takes or initiates the first move towards setting up of an enterprise.
2. **Looking for Opportunity**: An entrepreneur is always on the lookout or searching for opportunity and is ready to exploit it in the best interests of the organization.
3. **Persistence:** An entrepreneur never dishearted by failures he follows try- try again for overcoming the obstacles that come in the way of achieving goals.
4. **Information seeking:** A successful entrepreneur always keep his eyes and ear open and is receptive to new ideas which can help him in realizing his goals.
5. **Concern for high quality of work:** An entrepreneur should have anuncompromising attitude towards quality of product or service above other considerations.
6. **Commitment to work contract:** the entrepreneurs places highest priority on getting a job completed. He will take personal pain to complete a task as planned.
7. **Efficiency orientation:** The entrepreneur must find ways to do things faster or with limited resources or at a low cost.
8. **Systematic planning:** Entrepreneurs develop and use logical, step by step, realistic and proper plans to accomplish their goals.
9. **Self Confidence:** Entrepreneur should have full faith on their knowledge, skill and competence and not worried about future uncertainties.
10. **Assertiveness:** Conveying emphatically one's vision and convincing others of its value
11. **Persuasion:** A successful entrepreneur must be able to persuade others to do the work the way he wants them to do.He is able to convince others through his knowledge and competence.
12. **Problem Solving:** An entrepreneur should take problem as a challenge and put in their best for finding out the most appropriate solution for the same.

13. **Use of influence strategies** :An entrepreneur develops and uses varieties of effective strategies to accomplish own objectives.
14. **Monitoring**: Successful entrepreneurs ensure regular monitoring of the working to achieve the organisation's goal in the best possible manner.
15. **Concern for employees welfare**: Entrepreneurs give priority to improve the welfare of the employees because future of the organization depends on the dedication and commitment its employees.

Entrepreneurship competencies

ENTREPRENERIAL MOTIVATION

Entrepreneur is a risk taker, problem solver, planner, Visualizer, initiator, Innovator etc. So his task is very difficult. He is motivated to take up these challenging jobs.

According to David McClleland a person acquires different types of needs as a results of one's life experience. These needs are:

1. **Need for achievement (N-Ach):** This refers to one's desire to accomplish something with own efforts. Need Ach. Means a desire to attain something difficult. They are intrinsically motivated
2. **Need for Power(N-Pow) :**This means one's desire to dominate and influence others by acquiring power and position. This motivational need arise from a person's desire to influence, teach or encourage others. A person motivated by these need enjoys status, recognition , competition and influencing others.Eg ; social- religious leaders, civil servant, chief executive officers etc.
3. **Need for Affiliation(N-Aff) :** The need for affiliation is characterized by a desire to belong, an enjoyment of team work, a concern about interpersonal relationships, and a need reduce uncertainty.

4. **<u>Need for Autonomy (N-Aut):</u>**The need for autonomy is a desire for independence.This means one being responsible and accountable to oneself and no body else.it is in the form of desire to get an opportunity for the fullest expression of one's abilities.

In the absence of motivation , even able men or women may not take to entrepreneurship. Hence in every Entrepreneurship Awareness programme (EAP) and Entrepreneurship Development programme(EDP) , there are special sessions on entrepreneurial motivations.

Entrepreneurial Values and Attitudes

Entrepreneurial values and attitudes means the behavioural choices of individuals make for the success in entrepreneurship. Entrepreneurial values generally leads to entrepreneurial attitudes. Entrepreneurial Development programs are conducted to inculcate entrepreneurial values and attitudes.