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# ENTREPRENEURSHIP A BOON FOR THE POOREST PEOPLE

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## ABSTRACT

The rapid growing number of organizations have created many schemes for the benefit of the poor catering to basic human needs that existing markets and organizations have failed to satisfy. The recent entrepreneurship schemes available are with the district authorities are having a mission to change. The entrepreneurship offers insights that may stimulate ideas for more sustainable business strategies and organizations forums to serve the poor. It contributes directly to internationally recognize sustainable development goals. The entrepreneurship activity also encourages, the established corporations to serve the poor, mostly.

Key words; human needs, business strategies

## Introduction:

Human needs and wants are fundamental drivers of the companies decisions as to which products or the services to produce. Despite the seemingly unlimited nature of human needs, companies struggle to find the new markets and value propositions and for large corporations the quest for growth has become a holy grail. Two fundamental rules seem to apply. First in industrialized countries, many people are willing to pay enough for certain products and services they want. This fact that becomes painfully clear to some people. Start up in the nineteen while free services they offered were used by millions, they found it impossible to implement the fees for their services when venture capital dried up. Secondly, the very basic needs of millions of people in non- industrialized countries remains unmet, mainly because these potential customers are willing but unable to pay for products and services that would satisfy their needs. However, that is not the only the reason why those unsatisfied needs have failed to attract the business community at large, in search of markets The world bank maintains that services to satisfy the human wants, particularly those that contribute to health and education, are falling the poor people in terms of access, quality and affordability. The main reason for this failure appears to be the fact that public spending does not reach the poor and, if it does, service provision is often inefficient and of poor quality. At present corporations responsibility for are expected to take meeting social and environmental challenges proactively, so as to achieve amore sustainable pattern of development. To meet the requirements of the poor the organizations require to maintain the optimistic development goals based on the resolutions of the government and other private organizations. The efficiencies of the markets, combined with the resources and managerial expertise of large multinationals, are considered as successive factors in achieving these goals for development and eradication of poverty and unemployment. Blending of these two



above, to embrace a set of rights and to collaborate in creating a stable, equitable and inclusive global market and by making the shared values and principles that has called for more direct corporate social responsibility as a business contribution to sustainable development.

### **Review of Literature:**

A growing number of initiatives all over the globe seem to be defying the obstacles that have prevented businesses from providing the services to the poor. Collectively, those initiatives constitute a phenomenon that has been dubbed the activity called entrepreneurship. Employing the novel types of discovery of inspired models and resources and combining them for several models opted to be used for the purposes of the poor, for value creation. So many organizations the government is providing initial funding for social value creation, which health can accesses capital that business entrepreneurs usually cannot. Bio Technology companies find an attractive outlet for intellectual property that might otherwise remain idle because it does not meet criteria for financial returns to bring the medicines to the markets. Companies strive to utilize and integrate the scientific and manufacturing capacity of the developing world to deliver affordable. Capacity of the developing world to deliver affordable, effective and appropriate new medicines where they are most needed. A growing number of initiatives all over the globe seem to be defying the obstacles that have prevented businesses from providing services to the poor. Collectively, those initiatives constitute phenomena that have been dubbed in to an activity of entrepreneurship. Combining all the factors in new ways for discovery of inspired them for value creation. Muhammad Humus an economist professor believes that the poor have skills that remain UN-or under-utilized mainly because existing institutions and policies fail to offer the support these people require. It is finalized that the lending institutions also gives much priority to designing system so that the loans can be repaid, and on time. The poorest villagers, the landless, are eligible to start up the industries. The banker makes the efforts to lend primarily to women, who are not only economically but also socially impoverished. The loan dispersal design is unique. To qualify for a loan, a villager must demonstrate that her family assets are below a certain threshold. She is not required to put up collateral; instead she must join a five member group and attend the meetings regularly. She must also share responsibility for the loans granted to the other members of her group: it is the group but not a bank which initially evaluates loan requests. Defaulters would spoil things for everybody. So, Group members must choose their partners wisely. The grameena Bank has been profitable from the outset, and has inspired a global micro credit movement that has spread global countries. The entrepreneurship creates new methodologies for the provision of products and services that cater directly to basic human needs that remain unsatisfied by the current economic or social institutions.

### **Conclusion:**

To make a significant contribution to entrepreneurship, it reaches to a critical mass position of initiatives around the globe. The scale and scope of entrepreneurship ultimately depends on the number of individuals who choose to become entrepreneurs with primarily as a social mission. Attempts to define the characteristics of a typical



entrepreneur tend to portray a Hero with entrepreneurial talent. The lack of empirical data makes it difficult to assess whether these personal characteristics stand in the way of achieving the scale. From the e4xperiences of teaching it would appear that MBAs increasingly see their professional activity in terms of personal values and making a contribution to society. Students feel that entrepreneurship would allow them to use their management and business knowledge, but in a social context. The entrepreneurship programme supports a wide range of motivations, including the opportunity to make financial profit Entrepreneurship is structure that allows the individuals to strike their balance between the desire to make a contribution and a personal need to capture an economic return from professional activity.

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