

Entrepreneurial Motivation

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The importance of fisheries sector in Indian economy is well reflected with its contribution in India's Gross Domestic Product (1%), creation of gainful employment and livelihood support to more than 14 million people and input in total exports of the country (10%) (NFDB, 2019). The national umbrella scheme of 'Blue Revolution' for integrated development and management of the fisheries are started to reap the foreseen resource potential and possibilities in built in it (PIB, 2019). Owing to the Skill India initiatives it is very important and time relevant to impart knowledge about the different start-up options and motivating the youth population to be a job provider instead of holding the age-old name tag job seekers after their education. Achieving a healthy blue economy in the country it is important to strengthen the entrepreneurship initiatives in aquaculture sector including marine and inland sectors through vocational training and education (Nandan, 2017; Yasin and Dwivedi, 2003).

Well, all these are factual information.

What do you feel about your job future? Do you feel that you would be getting a better or best job in the sector in which you have done specialization? Do you have any plan to make the skill gained in this vocational education system as a tool to make your own careers?? I assume, you might have asked yourself all these questions in many times... Did you get an answer? Or still searching to find a fine solution for it?

Yes, you might have heard about many job options after this course. Did you ever think that you will be become your own boss or you would be boss for many other people in your future work field? I hope this might be the notion which had created many philanthropists like Bill Gate, Ratan Tata, Azim Premji etc. in the world. They are called the real entrepreneurs-who could able to detect and sense the availability of different opportunities and who could utilize these opportunities to create profit and who could able to provide a livelihood option to many folds number of people all around the world. According to Peter Druker (1985) who is known for his works related to entrepreneur and entrepreneurship -“the entrepreneur always searches for change, responds to it, and exploits it as an opportunity.” We can say that entrepreneurship is not a mere business activity, it’s a mindset integrated with a behaviour of seeking opportunities, taking risks beyond security and having the stubbornness to push an idea through to reality by different way of actions.

Do you ever thought what inspired them to think differently? Do they have any supernatural power to work so?Why do they do what they do?

Many factors and many explanations may be there...External and internal...we can call those factors as motivators. Let’s have some discussion about motivation and motivators.

What is motivation?

Many scientists define motivation as persons general readiness to do something. It is the set of external and psychological powers that compel you to take action in a particular direction. Yes, that's nice and all, but we can see many writers defined motivation in different ways. The most acceptable definition and the explanation was given by Abraham Maslow (1943)in a paper "A Theory of Human Motivation" which was published in *Psychological Review*. In that Maslow explained the factors which force a man to do things in the next best level in which he stands now, with the help

of hierarchy of needs is portrayed in the shape of a pyramid with fundamental needs at the bottom and the need for self-actualization at the top.



Fig1: Maslow's hierarchy of needs

Picture source: <https://www.verywellmind.com/what-is-maslows-hierarchy-of-needs-4136760> (Adopted for illustrative purpose only)

Every person who stands in the lower level is trying to reach next higher level after satisfied the felt needs of the present level. This is how the motivation works. More precisely we can tell that motivation is behaviour over time which passes through the following basic phases.

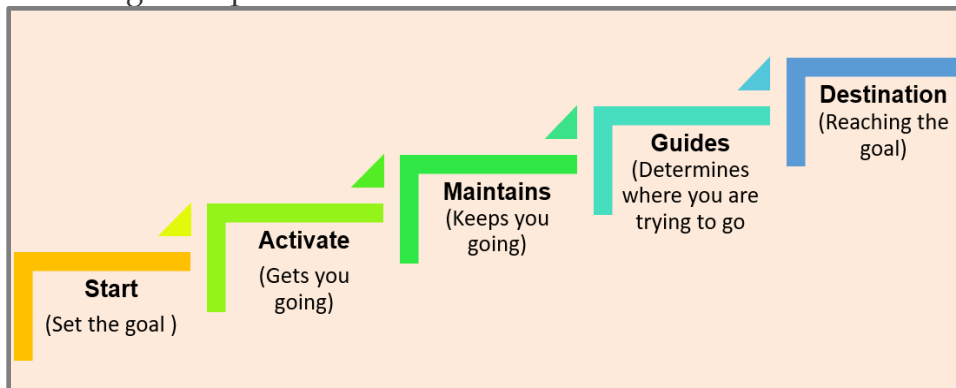


Fig 2: Phases of motivation

Types of Motivation

As we discussed earlier for achieving any goal set by a man many factors may motivate him. Some of these are innate to person and some others are induced. Depending on the locus of control motivators are of two types; 1. Intrinsic Motivation and 2. Extrinsic Motivation

Intrinsic Motivation	Extrinsic Motivation
<ul style="list-style-type: none"> • This is an internal locus of causativeness. • Student involved in activities or works by own wish. • It can see even in the absence of extrinsic reward or purpose. • The strong inner desire drives them to do things. • The main feeling will love to work or love to study • Pride, Interest, achievement curiosity etc. are main characteristics 	<ul style="list-style-type: none"> • This is an external locus of origin. • Student involved in activities to receive prize or please another person or avoiding punishments some other reason other than personal preference • It does not have the inner love to do work • Compulsion, Punishment etc. (Stick) or rewards, money, praise etc. (Carrot) pushes them to do work

Well, where do you stand? What about the so-called business tycoons or entrepreneurs? Is it sole intrinsic or some degree of combination of both?

Yes, it's a combination of both which gives a synergistic effect in action and called as achievement motivation.

Achievement motivation: Few insights

Before jumping to theoretical aspect, can I ask a question?

How many of you have stopped your efforts to get 'A' grade in Physics (As I was told that you are much afraid of physics than any other subjects) but it just because you were failed two times?

Fine, I will tell a real-life story of a man who made success after a failure of 1009 times. He is a seventh grade dropped out, who tried many endeavours in life but not tasted a victory till his late 40s. He wanted to be an owner of a restaurant with this dream he started to sell chicken at his age of 40. In order to achieve the dream goal, he tried to franchise his restaurant with the unique recipe for making tasty chicken. His recipe got rejected umpteen times (1,009 times) before its acceptance. After the ignition it became a huge hit in the world with its presence in more than 22,621 locations. Its none other than Colonel Harland David Sanders the creator of the 'Kentucky Fried Chicken' (KFC).

Can you imagine a failure of 1009 times in any of the attempts which you are making? Many time people used to quit after the first sip of failure. But the inspiring story of Sanders gives the lesson that 'you can make success despite the countless failures, if you try hard and believe in yourself with a well-directed goal'. He is an entrepreneur who made success with his achievement motivation. Back to our topic !!!!

What you mean by achievement motivation?

One of the very fine definition as '*Achievement motivation is affect in connection with evaluated performance in which competition with a standard of excellence was paramount*' (McClelland, Atkinson, Clark, & Lowell, 1953).

Can we identify a person with achievement motivation? Yes, we can !!!!

As evident from the story of Sanders, great achievers generally show the following characteristics.

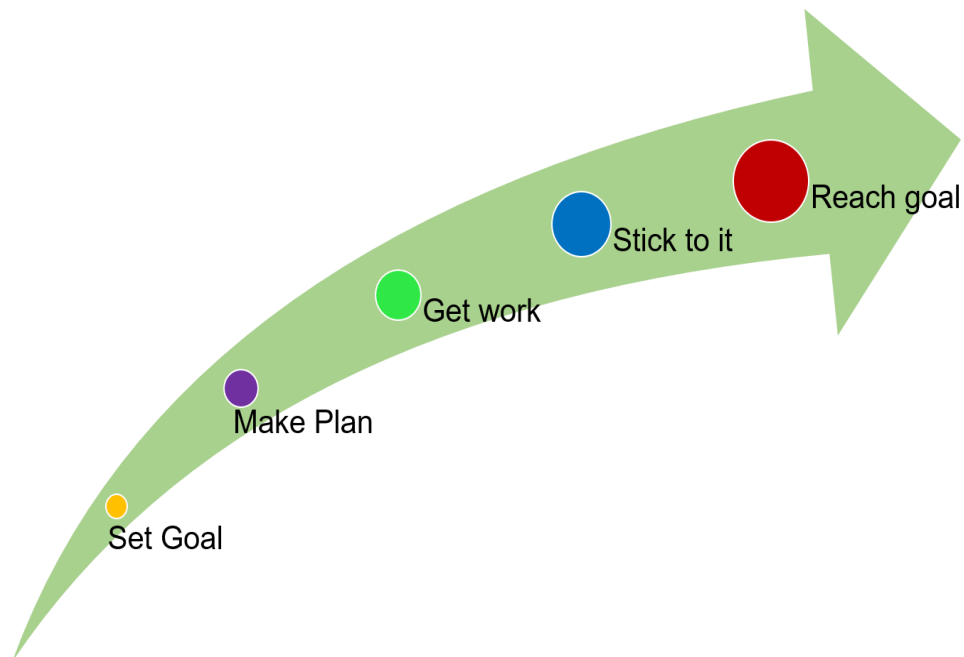
- They like situations in which they take personal responsibility for finding solutions to problems
- They are moderate risk-takers rather than high or low risk-takers
- Acceptance of feedback for improved performance
- Often tend to be leaders and not team players
- More creative and innovative
- More adaptable with change
- Persistence in action
- Strong purpose for success and a weak fear of failure

Many research works have been conducted in this area.

Let's consider our own class, say for example physics class.... How you are studying? What motivated you to study or not to study? Look at the following table.

	1	2	3
My goal	I want to learn physics as much as possible from this class/session	I want to secure more marks than my friend who is outperforming.	I just want to avoid my teachers scolding and getting the tag of poor performer
Motive	<i>The desire to lead in the subject and knowledge (intrinsically motivated)</i>	<i>Compared to others performance a person set his goals (Competitive motives)</i>	<i>Goal set to avoid criticism or negative judgements.</i>
Achievement type	Mastery	Performance approach	Performance avoidance

In which column you are standing (1,2,3)? If you stand on 1 and 2, you are a high achiever. Otherwise you can be a low achiever. For excellence in work or study it is preferable to be a high achiever. In the case of every successful entrepreneur, the mastery and Performance approach are generally over performing the performance avoidance. Edwin Louis Cole(1993) in his famous book entitled **“Winners Are Not Those Who Never Fail, But Those Who Never Quit”** rightly pointed that man’s character cannot be developed in ease and quiet. Its all through the experience. Experiences make strengthened personality, with clear vision and inspired ambition which ultimately lead to success. Try to learn from each experience that you get from your life to make goals with achievement motivation. Follow the easy steps listed below for achieving the goal in your life;



Be the change you want to see in the world!!!!

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