



Honing Entrepreneurship Skills: Vital in sustaining one's Living Conditions in an Effective Manner

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Abstract

The main objective of this research paper is to acquire an efficient understanding of the meaning and significance of entrepreneurship. The individuals, belonging to all communities, categories and socio-economic backgrounds are focusing on honing entrepreneurship skills. The implementation of effective communication processes and possession of adequate awareness in terms various factors will be facilitating in leading to up-gradation of entrepreneurship skills. The individuals are getting engaged in the production and manufacturing of various types of products. Furthermore, the individuals are augmenting their knowledge and understanding in terms of different types of methodologies and procedures, which are facilitating in generating desired outcomes. The individuals will be able to lead to an increase in productivity and profitability, when they are honing entrepreneurship skills. Furthermore, with the advent of technologies, the individuals, belonging to both urban and rural communities are making use of various types of modern, scientific and innovative methods and materials in the implementation of various types of tasks and activities. These are rendering a significant contribution in achieving desired goals. Hence, it is well-understood, being well-versed in terms of job duties and methodologies are facilitating in doing well in one's job duties and achieving desired goals. The individuals are able to augment their family business through honing entrepreneurship skills. Therefore, it can be stated, honing entrepreneurship skills is vital in sustaining one's living conditions in an effective manner. The main concepts that are taken into account in this research paper are, understanding the meaning and significance of entrepreneurship, measures to be implemented in honing entrepreneurship skills, women as entrepreneurs and entrepreneurship is facilitating in enhancing living conditions of individuals.

Keywords: Abilities, Competencies, Development, Effectiveness, Entrepreneurship Skills, Job Duties, Measures, Production

Introduction

The entrepreneur is a business leader, who looks for perspectives that are facilitating in leading to effective growth and development. Entrepreneurship is regarded as one of the important inputs that are facilitating in leading to economic development of the country. An entrepreneur plays an important role in not only development of industrial sector, but also farm and service sector. An entrepreneur is the person, who focuses on leading to up-gradation of knowledge, competencies and abilities to set up one's business. Furthermore, these individuals looks for high achievements (Chapter 1, n.d.). They prepare themselves in such a manner, so they would contribute efficiently in doing well in their job duties and generating desired outcomes. The entrepreneur is the sole proprietor, a partner or the one, who owns the majority of shares in the integrated enterprise. The entrepreneurs renders an important contribution in leading to effective growth and development of the country. Furthermore, they are augmenting their information in managing financial resources, technologies and human resources in a well-ordered and satisfactory manner. Therefore, acknowledgment of all the essential factors are vital in honing entrepreneurship skills.

The entrepreneurs are required to plan their assignments and projects in an appropriate manner. Throughout the implementation of job duties, they are required to augment their knowledge and understanding in terms of methodologies and procedures. These are referred to the ways to carry out all types of tasks and functions in an appropriate manner. These need to be planned, taking into consideration all the essential factors (Colm O' Gorman, 2010). The individuals are required to identify the pros and cons. Furthermore, they are required to be well-informed in terms of ways to overcome all types of setbacks.

In addition, these need to be prevented from assuming a major form. In this manner, these are prevented from giving rise to impediments within the course of putting into operation different types of tasks and activities. Hence, it is well-understood, planning is facilitating in carrying out all the functions of entrepreneurship in an efficient manner. The entrepreneurs are required to promote a normal mind-set and form positive viewpoints in terms of various factors. Therefore, it can be stated, planning of job duties and methodologies are regarded as essential in generation of desired outcomes.

Understanding the Meaning and Significance of Entrepreneurship

The entrepreneurs cannot initiate their businesses in seclusion. In other words, they are required to establish linkages with other individuals, including suppliers, distributors, stakeholders and so forth. The establishment of linkages are facilitating in augmenting their knowledge and understanding in terms of various factors; exchanging different types of ideas and viewpoints; obtaining answers to various types of questions that are overwhelming and clarifying all types of doubts in terms of different aspects. For this purpose, it is of utmost significance for the individuals to be well-versed in terms of communication ethics, i.e. making use of polite language and decent words; treating each other with respect and courtesy; making provision of factual information and maintaining eye contact, when communicating face to face. Hence, it is understood on a comprehensive basis that honing communication skills are facilitating in establishment of linkages with individuals, who can be supportive and assisting. As a consequence, entrepreneurs will be able to carry out their job duties well and excel in their businesses of various products and services. Therefore, individuals are able to understand the meaning and significance of entrepreneurship, when it is encouraging in reinforcing contacts with individuals.

In order to carry out all types of tasks and activities, the mind-sets of the individuals need to be stimulated. In other words, they are required to lead to an increase in motivation and concentration levels towards putting into practice their job duties. The motivation and concentration levels are facilitating in augmenting information in terms of different types of modern, scientific and innovative methods and materials. Furthermore, various types of dilemmas and challenging situations are prevented from giving rise to impediments within the course of achievement of desired goals and objectives. The development of motivation and concentration levels are essential in putting into practice different types of tasks and activities in a well-ordered and disciplined manner. Furthermore, the individuals will have to make sure, their work is not only facilitating in promoting well-being of themselves, but also community members. Hence, entrepreneurship is regarded as the key in leading to progression of oneself and community members. Therefore, one is able to acquire an efficient understanding of the meaning and significance of entrepreneurship, when it is facilitating in implementing job duties in an efficacious manner.

The implementation of decision-making processes are regarded as an integral part of the professional lives of the individuals. In promoting entrepreneurship, individuals are required to make wise and productive decisions in terms of various aspects. The implementation of decision-making skills are facilitating in conducting the analysis of various types of alternatives and options that are available. After the analysis is conducted, selection is made of the most suitable and worthwhile alternative or option. The entrepreneurs may implement decision-making processes on their own or obtain ideas and suggestions from others. The entrepreneurs, who are working in partnership are participating in decision-making processes jointly. In other words, both have equal rights and opportunities to express their ideas and viewpoints. One of the important aspects that needs to be taken into account is, decisions made should be flexible. In other words, changes will have to be made in decisions in an effective manner. Furthermore, it needs to be ensured, these are facilitating and favourable. Therefore, an understanding of the meaning and significance of entrepreneurship is acquired, when it is enabling individuals to implement decision-making processes in an effective manner.

Measures to be implemented in Honing Entrepreneurship Skills

The individuals, belonging to all communities, categories and socio-economic backgrounds are acknowledging the meaning and significance of entrepreneurship. When the individuals are unable to get engaged in employment opportunities, they focus on honing entrepreneurship skills. These are contributing in promoting enhancement of living standards of individuals, provided they are carrying out all types of tasks and activities in an appropriate manner (Entrepreneurship in India, 2008).

The entrepreneurs are required to augment information in terms of measures that would be facilitating in leading to up-gradation of entrepreneurship skills. The measures are put into operation on their own by sole proprietors, whereas, in cases of partnership, the individuals are required to work in collaboration and integration with each other. The measures are complicated as well as manageable. These are put into practice in less amount of time or can be more time-consuming, but one of the important aspects that needs to be taken into account is, all types of measures are to be implemented with a positive approach. These are stated as follows:

Reinforcing Contacts

The entrepreneurs cannot initiate their businesses in seclusion. In other words, they are required to reinforce contacts with other individuals, including suppliers, distributors, stakeholders and so forth. The establishment of linkages are facilitating in augmenting their knowledge and understanding in terms of various factors; exchanging different types of ideas and viewpoints; obtaining answers to various types of questions and clarifying all types of doubts. For this purpose, it is of utmost significance for the individuals to be well-versed in terms of communication ethics, i.e. making use of polite language and decent words; treating each other with respect and courtesy; providing accurate information and maintaining eye contact, when communicating face to face. Furthermore, it is necessary to augment technical skills, as technologies are implementing communication processes in a verbal and written form. Honing communication skills are facilitating in reinforcing contacts with individuals, who are supportive. As a consequence, entrepreneurs will carry out their job duties well and excel in their businesses of various types of products and services. Therefore, reinforcing contacts is regarded as one of the indispensable measures to be implemented in honing entrepreneurship skills.

Making Wise and Productive Decisions

In promoting entrepreneurship, individuals are required to make wise and productive decisions in terms of various aspects, i.e. job duties, methodologies, procedures, techniques, products, services, resources and so forth. Hence, entrepreneurs are required to put emphasis on honing decision-making skills. The implementation of decision-making skills are facilitating in conducting the analysis of various types of alternatives and options that are available. After the analysis is conducted, selection is made of the most suitable and worthwhile alternative or option. The entrepreneurs may implement decision-making processes on their own or obtain ideas and suggestions from other individuals. The entrepreneurs, who are working in partnership are participating in decision-making processes jointly. In other words, both have equal rights and opportunities to express their ideas and viewpoints. One of the important aspects that needs to be taken into account is, decisions made should be flexible. In other words, changes will have to be made in decisions in an effective manner. Furthermore, it needs to be ensured, these are facilitating and favourable to a major extent. Therefore, making wise and productive decisions is one of the significant measures to be implemented in honing entrepreneurship skills.

Learning on a Continuous Basis

Learning is regarded as a concept, which takes place throughout honing of entrepreneurship skills. The entrepreneurs need to be well-equipped in terms of certain measures, which are facilitating in leading to up-gradation of knowledge, competencies, abilities and aptitude. In other words, they are required to learn on continuous basis. The entrepreneurs are required to make use of various sources to augment their learning, i.e. books, articles, reports, projects, other reading materials and internet. Furthermore, implementing effective communication processes are facilitating to the individuals on a comprehensive basis. The methodologies, procedures, and techniques are regarded as vital factors, which needs to be implemented in a well-ordered and regimented manner. With advancements taking place and with the advent of modernization and globalization, they are augmenting information regarding modern, scientific and innovative methods and materials. These need to be put into operation with the main aim of leading to an increase in productivity and profitability. Hence, it is well-understood, entrepreneurs are required to learn on a continuous basis in order to do well in their job duties. Therefore, learning on a continuous basis is an expedient measure to be implemented in honing entrepreneurship skills.

Being well-informed regarding Job Duties and Responsibilities

The entrepreneurs are required to be well-informed in terms of job duties and responsibilities. Throughout the implementation of job duties, they are required to augment their knowledge and understanding in terms of the techniques. These are referred to the ways to carry out all types of job duties and responsibilities in an appropriate manner. These need to be planned and organized in an adequate manner. The individuals are required to be well-equipped in terms of time-management skills. Furthermore, they are required to be well-informed in terms of ways necessary in overcoming all types of obstacles and setbacks. In addition, these need to be prevented from assuming a major form. In this manner, these are prevented from giving rise to impediments within the course of putting into operation different types of job duties and responsibilities. Hence, it is well-understood, planning is facilitating in carrying out all the functions of entrepreneurship in an efficient manner. The entrepreneurs are required to promote a normal mind-set and form positive viewpoints in terms of various factors. Therefore, being well-informed regarding job duties and responsibilities is an eminent measure to be implemented in honing entrepreneurship skills.

Being well-aware in terms of Methodologies and Procedures

The entrepreneurs are required to plan different types of methodologies and procedures in an adequate manner. Throughout the implementation of job duties, they are required to augment their knowledge and understanding in terms of methodologies and procedures. These are referred to the ways to carry out all types of tasks and functions in an appropriate manner. In cases of more than one, wise decisions need to be made. The individuals are required to identify the pros and cons. Furthermore, they are required to be well-informed in terms of ways to prevent the occurrences of obstacles. In addition, these need to be prevented from giving rise to impediments within the course of putting into operation different types of tasks and activities. Hence, it is well-understood, when methodologies and procedures are well-planned, these are facilitating in carrying out all the functions of entrepreneurship in a well-organized and disciplined manner. Furthermore, the entrepreneurs are required to promote a normal mind-set and form positive viewpoints in terms of various types of methodologies and procedures. Therefore, being well-aware in terms of methodologies and procedures is a productive measure to be implemented in honing entrepreneurship skills.

Leading to Up-gradation of Motivation and Concentration Levels

In order to carry out all types of tasks and activities, the mind-sets of the entrepreneurs need to be stimulated. In other words, they are required to lead to an increase in motivation and concentration levels towards putting into practice all types of job duties. The motivation and concentration levels are facilitating in augmenting information in terms of different types of modern, scientific and innovative methods and materials. Furthermore, various types of dilemmas and challenging situations are prevented from giving rise to impediments within the course of implementation of job duties. In addition, desired goals and objectives will be achieved in an adequate manner. The development of motivation and concentration levels are essential in putting into practice different types of tasks and activities in a well-ordered and disciplined manner. Furthermore, the individuals will have to make sure, their work is not only facilitating in promoting well-being of themselves, but also community members. Hence, entrepreneurship is regarded as the key in leading to progression of oneself and community members. Therefore, leading to up-gradation of motivation and concentration levels is a positive measure to be implemented in honing entrepreneurship skills.

Generating Information regarding Pioneering Methods and Materials

With advancements taking place and with the advent of technologies, entrepreneurs are augmenting information regarding different types of pioneering methods and materials. These need to be put into operation with the main aim of leading to an increase in productivity and profitability. Hence, it is well-understood, entrepreneurs are required to generate information regarding these on regular basis in order to do well in their job duties and methodologies. The different types of methods and materials are, utilization of machines, tools, devices, equipment, graphs, charts, maps, pictures, images, designs, structures, models, and various types of technologies. The individuals need to acquire an efficient understanding of concepts. Furthermore, they are required to get engaged in regular practice. This is facilitating in leading to up-gradation of confidence levels.

Furthermore, individuals will render an important contribution in coping with dilemmas and challenging situations in a satisfactory manner. In addition, these will be prevented from giving rise to barriers within the course of implementation of job duties. The main advantage is, individuals are making their work innovative and meeting the expectations of clients. Therefore, generating information regarding pioneering methods and materials is an approving measure to be implemented in honing entrepreneurship skills.

Honing Analytical and Critical-Thinking Skills

The entrepreneurs are required to put emphasis on honing analytical and critical-thinking skills. The analytical skills are facilitating in conducting the analysis of various types of alternatives and options that are available. After the analysis is conducted, selection is made of the most suitable and worthwhile alternative or option. On the other hand, critical-thinking skills are facilitating in implementing logical, rational and methodological thinking in the implementation of tasks and activities. Hence, these skills are required to be reinforced on regular basis. The entrepreneurs are able to make wise and productive decisions through honing these skills. Furthermore, they will put in efforts to their best abilities in doing well in their tasks and activities. The entrepreneurs are required to carry out number of functions, i.e. managing financial, human, technical, material and information resources; making provision of infrastructure, amenities and facilities; meeting customer demands; utilizing different types of modern, scientific and innovative methods and materials and so forth. Hence, in all types of job duties, the honing of analytical and critical-thinking skills are facilitating on a comprehensive basis. Therefore, honing analytical and critical-thinking skills is a meaningful measure to be implemented in honing entrepreneurship skills.

Augmenting Negotiation Skills

The entrepreneurs are required to acknowledge the meaning and significance of negotiation skills. These skills are facilitating in overcoming all types of setbacks. Within the course of putting into operation their job duties and responsibilities, the entrepreneurs are required to undergo number of problems and challenging situations, hence, augmenting negotiation skills will be facilitating to them on a comprehensive basis. The entrepreneurs are required to communicate with distributors, suppliers, stakeholders, and other individuals. Furthermore, they are required to generate information in terms of customer requirements. Hence, they are required to put into operation negotiation skills in an adequate manner. The entrepreneurs are required to carry out number of functions, i.e. managing financial, human, technical, material and information resources in an adequate manner; making provision of infrastructure, amenities and facilities; honing competencies, abilities and aptitude; utilizing different types of modern, scientific and innovative methods and materials; putting in one's best efforts; possessing the abilities to work under stress and so forth. Hence, in all types of job duties, the honing of negotiation skills is facilitating to a major extent. Therefore, augmenting negotiation skills is a worthwhile measure to be implemented in honing entrepreneurship skills.

Being open to Changes

In the field of entrepreneurship, the entrepreneurs need to be open to changes. The different aspects in terms of which changes are to be brought about are, job duties, responsibilities, methodologies, techniques, procedures, materials, and overall environmental conditions within the workplace. When they initiate their businesses of different types of products and services, they are making use of different types of traditional methods and procedures. These may be more time-consuming and enable the entrepreneurs to bring about changes. Hence, within the course of time, they feel that it is of utmost significance for them to bring about changes in the methods and materials. Hence, in the cases of various types of products and services, they are making use of different types of modern, scientific and innovative methods and materials (Santhi, & Kumar, 2011). The decisions that are made in terms of various factors should be flexible. In other words, changes can be brought about in decision-making processes in an effective manner. Furthermore, it needs to be ensured, these are facilitating and favourable to a major extent. Therefore, being open to changes is a favourable measure to be implemented in honing entrepreneurship skills.

Identifying Risks

Risks are regarded as an integral part of the work duties of the individuals. The different aspects in terms of which these take place are, job duties, responsibilities, methodologies, procedures, techniques, work pressure, unawareness in terms of various aspects, lack of skills and abilities, occurrences of natural calamities and disasters, experiencing of accidents and mishaps, and so forth. The entrepreneurs are required to be well-equipped in terms of problem-solving skills. These skills are facilitating in identifying causes of risks. Furthermore, they are required to augment their knowledge and understanding regarding ways that are facilitating in coping with risks. In addition, these need to be prevented from giving rise to impediments within the course of implementation of tasks and activities. In addition, entrepreneurs need to develop mutual understanding with other members. The main reason being, problems can be solved on one's own or through obtaining support and assistance from other individuals, including family and community members. In this manner, entrepreneurs are rendering an important contribution in leading to up-gradation of entrepreneurship skills. Furthermore, tasks will be carried out successfully, if these skills are utilized satisfactorily. Therefore, identifying risks is a useful measure to be implemented in honing entrepreneurship skills.

Possessing Strong Belief in oneself

The entrepreneurs are required to possess strong belief in themselves. For this purpose, they are required to be well-equipped in terms of certain factors, i.e. honing communication skills and interactive abilities; being well-informed in terms of job duties and responsibilities; being well-aware in terms of different types of methodologies and procedures; leading to up-gradation of motivation and concentration levels; generating information in terms of modern, scientific and innovative methods and materials; honing analytical and critical-thinking skills; possessing the abilities to work under stress; taking out sufficient amount of time for all tasks and activities; coping with various types of problems in a satisfactory manner; inculcating the traits of morality and ethics; implementing the traits of diligence, resourcefulness and conscientiousness; augmenting various types of skills and abilities and leading to up-gradation of overall structure of the organizations. The reinforcement of all these factors will be facilitating in possessing strong belief in oneself. As a consequence, entrepreneurs will do well in their job duties and achieve desired goals. Furthermore, they will meet the needs and requirements of customers. Therefore, possessing strong belief in oneself is a prominent measure to be implemented in honing entrepreneurship skills.

Women as Entrepreneurs

The women, belonging to both rural and urban communities are emerging as entrepreneurs. In rural communities, agriculture and farming practices are regarded as the primary occupations of the individuals. Apart from these, the individuals are engaged in production and manufacturing of various types of products, i.e. artworks, handicrafts, jewellery, garments, pottery making, basket weaving, candle making, food items and so forth. Hence, from the stage of early childhood, they are training their girls in terms of the production processes. The girls assist their family members in terms of techniques, which would be facilitating in enhancing productivity. Furthermore, they acquire information in terms of marketing techniques. These are necessary to be implemented in leading to an increase in productivity and profitability. The rural individuals too are required to augment their knowledge and understanding in terms of strategies, which would be facilitating in doing well in their job duties. Furthermore, desired outcomes will be generated. Therefore, one is able to understand the emergence of women as entrepreneurs, when they are engaged in production and manufacturing processes.

The research studies have indicated that when women are initiating their businesses of different types of products and services, they are making use of different types of traditional methods and procedures. These may be more time-consuming. In addition, the individuals will not be able to put into operation their job duties in an efficient manner. Hence, the utilization of these methods would be facilitating in augmenting information regarding different types of modern, scientific and innovative methods and materials. As a consequence, the entrepreneurs are required to bring about changes in the production and manufacturing processes. Hence, within the course of time, they feel that it is of utmost significance for them to bring about transformations in the utilization of methods and materials. Hence, in the cases of production and manufacturing of various types of products and services, they are making use of different types of modern, scientific and innovative methods and materials. In this manner, they are excelling as entrepreneurs.

Therefore, individuals are acquiring an efficient understanding of emergence of women as entrepreneurs, when they are utilizing various types of modern, scientific and innovative methods and materials.

Within the course of putting into operation different types of job duties and responsibilities, the entrepreneurs are required to undergo number of dilemmas and challenging situations. In order to cope with these in an adequate manner, the individuals are required to augmenting skills and abilities. The different types of skills are, communication skills, decision-making skills, critical-thinking skills, analytical, skills, problem-solving skills, technical skills, creative skills, negotiation skills and leadership skills. Whereas, abilities, which are honed are, management, administration, convincing, emotional intelligence, systems thinking, possessing the abilities to work under stress and carrying out tasks efficaciously. The skills and abilities will be facilitating to women entrepreneurs on a comprehensive basis. The women entrepreneurs are required to communicate with number of individuals. Furthermore, they are required to generate information in terms of customer requirements. Hence, they are required to put into operation negotiation skills in an adequate manner. The entrepreneurs are required to carry out number of functions, hence, it is well-understood, up-gradation of skills and abilities would be facilitating in generation of desired outcomes. Therefore, an understanding is acquired of emergence of women as entrepreneurs, when they are focusing on augmenting skills and abilities.

Entrepreneurship is facilitating in Enhancing Living Conditions of Individuals

The entrepreneurs need to be aware regarding the job duties and responsibilities, which would be facilitating to them to prosper. Throughout the implementation of job duties, they are required to augment their knowledge and understanding in terms of approaches and techniques. These are referred to the ways to carry out all types of job duties and responsibilities satisfactorily. These need to be planned and organized in an adequate manner. The individuals are required to be well-equipped in terms of time-management, analytical and critical-thinking skills. Furthermore, they are required to be well-informed in terms of ways necessary in overcoming all types of obstacles and setbacks. In addition, these are prevented from giving rise to impediments within the course of putting into operation different types of job duties and responsibilities. Hence, it is well-understood, planning is facilitating in carrying out all the functions related to enhancement of entrepreneurship in an efficient manner. The entrepreneurs are required to promote a normal mind-set and form positive viewpoints in terms of various factors. Therefore, it can be stated, entrepreneurship is facilitating in enhancing living conditions of individuals.

The entrepreneurs are required to plan the utilization of different types of methodologies and procedures in a satisfactory manner. Throughout the implementation of job duties, they are required to augment their knowledge and understanding in terms of methodologies and procedures. These are referred to the ways to carry out all types of tasks and functions in an appropriate manner. In cases of more than one, wise decisions need to be made. The individuals are required to identify the pros and cons. Furthermore, they are required to be well-informed in terms of ways to prevent the occurrences of obstacles. In addition, these need to be prevented from giving rise to impediments within the course of putting into operation different types of job duties (Swetha, & Rao, 2013). Hence, it is well-understood, when methodologies and procedures are well-planned, these are facilitating in carrying out all the functions of entrepreneurship in a well-ordered and disciplined manner. Therefore, it is understood on a comprehensive basis that entrepreneurship is facilitating in enhancing living conditions of individuals.

The entrepreneurs are required to be well-equipped in terms of certain factors, i.e. honing communication skills and interactive abilities; being well-informed in terms of job duties and responsibilities; being well-aware in terms of different types of methodologies and procedures; leading to up-gradation of motivation and concentration levels; generating information in terms of different types of modern, scientific and innovative methods and materials; honing analytical and critical-thinking skills; making wise and productive decisions; taking out sufficient amount of time for all tasks and activities; coping with various types of problems in a satisfactory manner; inculcating the traits of morality and ethics; implementing the traits of diligence, resourcefulness and conscientiousness; augmenting various types of skills and abilities and leading to up-gradation of overall structure of the organizations. The reinforcement of all these factors will be facilitating in possessing strong belief in oneself.

As a consequence, entrepreneurs will do well in their job duties and achieve desired goals. Furthermore, they will meet the needs and requirements of customers. Therefore, it is well-understood, entrepreneurship is facilitating in enhancing living conditions of individuals.

Conclusion

Entrepreneurship is an important input that is facilitating in leading to economic development of the country. Measures to be implemented in honing entrepreneurship skills are, reinforcing contacts, making wise and productive decisions, learning on a continuous basis, being well-informed regarding job duties and responsibilities, being well-aware in terms of methodologies and procedures, leading to up-gradation of motivation and concentration levels, generating information regarding pioneering methods and materials, honing analytical and critical-thinking skills, augmenting negotiation skills, being open to changes, identifying risks and possessing strong belief in oneself. Women, belonging to all communities are emerging as entrepreneurs. Entrepreneurship is facilitating in enhancing living conditions of individuals. Finally, it can be stated, entrepreneurs are contributing efficiently in promoting community well-being through excelling in their businesses.

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