ENTREPRENEURSHIP DEVELOPMENT-
EXPLORING PROBLEMS AND PROSPECTS IN MEGHALAYA

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ABSTRACT
Entrepreneurship has assumed immense importance for the economic development of any underdeveloped region like North East Region of India. The region remains underdeveloped basically due to the lack of entrepreneurship and allied activities. It is irony that amidst resources, this region is backward. There is an urgent need to find, motivate, nourish, train and develop competent entrepreneurs. Giving special reference to Meghalaya state especially West Garo Hills District, there is a tremendous scope for agro-based and allied industries. It is estimated that most of the resources are either unutilized or underutilized. These untapped resources should be tapped to create employment opportunities among the masses. The abundantly available resources can be value added for more profit as value added products has more potential market.

However, there are constraints too in the region such as geographical isolation, limited infrastructural facilities, lack of timely finance, lack of techno-economic information, stiff competition from outside, high manufacturing cost, lack of trained/skilled man power etc. are some of the identified factors contributing to slow growth of industries.

It is an individual’s attitude, a way of thinking that matters. Inadequacy of local human resource is one of the major causes of industrial backwardness in the region. To develop and sustain entrepreneurial growth, it is necessary, not only to develop infrastructure alone, but also to give due importance on training and other support for sustaining the entrepreneurial activity.

KEY WORDS: Entrepreneurship, Prospects, Training Needs, Youths, Constraints.