

# Personal Barriers in Entrepreneurship: The Most Common and Most Difficult Barriers to Remove

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**Abstract:** *If we talk about entrepreneurship, there is excitement also but there is definitive fear of starting your own enterprises. There can be many reasons behind this fear – fear of losing a safe and secure job; fear of competition; approaching many different agencies; fear of arranging all the resources that are needed for successful running of enterprises; fear of unknown technology etc. All these are barriers that prevent starting of enterprise or it's successful running. But there is a positive light to it also. Most of the barriers can be removed in due course of time. This can be done by proper training, counseling and giving various aids to entrepreneurs. But the main problem arises when the barriers are within the individual and it is very difficult to identify, analyze and remove them. This article focuses on these barriers and tries to tell various ways through which these barriers can be removed.*

**Keywords:** Introvert Personality, Risk

## 1. Introduction

If we talk of entrepreneurship, there are many exciting things and also barriers in starting the enterprise. The exciting things may be dream of starting the enterprise; be on top of that enterprise; earning lots of money; freedom to spend the time etc. The barriers may be lack of finance, difficulty in finding out the financing agencies, labor problems, not finding the right technology, difficulty in finding the right entrepreneurship development programme and the problems in attending it, difficulty in conducting training, difficulty in the non cooperation of government agencies etc. Most of these problems can be sorted out if right approach is applied to them – through training, counseling, getting support from other agencies etc. But there is one problem that cannot be sorted out - the personal barriers to entrepreneurship. This is the most common barrier and the most difficult barrier to remove in a person.

### Reasons why the personal barriers are difficult to change?

The personal barriers are within an individual, they may seem like very easy to change. But it is not so. This section of article deal with the reason behind rigidity of these personal barriers.

- 1) Most common difficulty is to identify the personal barriers because they are within an individual and every individual has different degrees of openness to other individual. So if an individual is introvert, then it is very difficult to find out the personal barriers that are preventing him/her to start the enterprises.
- 2) Another reason may be the inherent rigidity of an individual due to inborn attitude. The attitude is most difficult to change, particularly when it is acquired by heredity.
- 3) Hiding the personal barriers from other individual due to various reasons which may vary from “what he/she will think about it”, “he/she will not have answer”, “he/she will make fun of me” etc makes identification of personal barriers very difficult in practice. And all

those questions arise in the fictitious mind of individuals, which are never true in practical situation.

There are many factors which make the personal barrier very difficult to identify first of all and then remove. These barriers will be discussed in succeeding sections and the personal barriers will also be discussed in detail.

### What are personal barriers?

Many people will love to start their enterprise, be it service or product business. But in practice, maximum people either do not start their enterprise and go on doing the job or they start their enterprise and fail miserably. There are many reasons for the same, which can be identified and removed. But the most difficult among these are the personal barriers. These are the personal barriers which are within the individual and they are not visible to any other person, but it might be very close to the person whom we are talking about.

The reason is very simple. These barriers are hidden within an individual and they are never shown to any person or any group. They can be called as "secretive barriers" to entrepreneurship.

Why these barriers are not shown is also very interesting. One reason maybe the laughing stock that a person may make if he does the barrier to anybody else. Other can be not understanding the barriers by any other person.

So understanding these barriers is very important and finding out the ways to remove them is also important. We will discuss these barriers in detail in the succeeding sections and we will try to find out the ways in which these barriers can be removed, or they can be reduced to little bit.

### Category of personal barriers

This section will deal with various personal barriers that may arise while starting their enterprise. These barriers are given in point wise manner to make them clearer to the readers.

- 1) Failure of loss: this is the biggest barrier while starting their enterprise. Before starting, possible failure in future resists many individuals from starting their enterprise. This may be true also but it may be false also. But the individual thinks that the failure is quite possible and the success is quite rare. So maximum individuals fail from starting their enterprise because of this fear of failure in future. And the author has read somewhere that 95% people don't start the enterprise because of this fear.
- 2) Fear of reaching different and numerous agencies: While starting the enterprise, the individual has to approach various agencies for various clearances. Very few individuals are positive towards approaching these agencies, while maximum individuals fail to start their enterprise because of fear of approaching these agencies. If the number of agencies are 20 for example, many individuals will obviously sit down and resist from thinking of starting their enterprise.
- 3) Idea generation failure: Any successful enterprise starts with an idea, which is generated in the minds of individuals. Many individuals are not able to think towards starting their enterprise and they are not able to think of an idea which may have been successful in starting a profitable business venture. In many entrepreneurship books, it has been mentioned that the idea generation leads to failure of about 97% of individuals.
- 4) Increasing age means increasing risk: This has been observed by the author itself. With the increasing age, the individuals move towards establishing their families. And the job guarantees definite income to them. If in middle age, the individual is asked to quit his/her job and start their business, he/she feels more insecure due to risk of failure and he feels more secure in continuing that job.
- 5) Introvert Nature: Many individuals are introvert in nature. That means that they don't try to approach different people, if need arises. That is not a defect in personality, but it is definitely one type of personality. These people fail to start their business because starting one means that they have to interact with many different people, which is very difficult for them. So these people are more comfortable with their job and shy away from entrepreneurship.
- 6) Pressure from various segments of society: If the person is capable of starting his/her own enterprise, he/she may not do so due to pressure from various segments of society like parents, spouse, friends etc. They might put a pressure of him/her due to various reasons like fear of failure, corruption, having a good job already etc. And this pressure is vast and approximately difficult to neglect.
- 7) Carrier pressure: Any individual faces a carrier pressure, if he/she is working. And that leaves very little or no time to start their own enterprise. And this pressure goes on increasing as the age goes on increasing. The responsibilities and age are directly proportional to each other. So, as the age goes on increasing, so does the responsibility, and the zeal to start their own enterprise and the time which have to be given to it goes on decreasing.
- 8) Home Sickness: This is the most common personal barriers, which is present in most of potential entrepreneurs, and this barrier is hidden by maximum of

them. This barrier may be present due to various factors – leaving the home for first time, excessive caring by the guardians, introvert nature etc.

Due to this barrier, most of enterprises fail because of locational loopholes. Instead of setting up the industry at suitable place, which may be far from home, it is set up at home town. This location may not have all the facilities available due to which, these enterprises face many problems and ultimately shut down. But surprisingly, after shutting down of enterprise, home sickness remains with the entrepreneurs due to which, in future, if enterprise is started by him/her, it will also shut down most probably.

These are most commonly found personal barriers and they are very difficult to detect and remove due to hidden nature of them.

### Some examples of personal barriers

Though the author is not fond of watching movies, but some examples may be given from this sector to support the concept of this paper. The latest movie which the author has seen is titled "Tumse na ho payage". This movie is based on the boring and stressful job which the hero does and when he quits that job and start his enterprise, there are many personal barriers which attack him from all the side. This includes his mother, his friends, his so - called successful friend from a reputed organization, his aunty, who is known to be social influencer etc. And all of these tries to prevent him from starting his business. But still then, he managed to start the business after tackling all the barriers and hurdles.

Other movies are Guru, Rocket Singh: Salesman of the year, 3 idiots, upstarts, pitchers, etc. to give concrete example to this concept.

## 2. Conclusions

Starting business is not so difficult if one ignores the personal barriers in entrepreneurship. But ignoring them is impossible because every person has to face it whenever he/she thinks of starting their business. So, there is no option to grow bold, to be some risk taker and to start the business at early stage of life cycle because, as mentioned earlier, as one grows old, risk - taking ability decreases. This is the most common cause of enterprise failing. So, we must find out ways to identify these personal barriers first and then, to remove them. So, there is only one way of tackling personal barriers – identifying and removing lie within himself/herself. And one most important thing – listen to yourself and to nobody else because person has to follow one saying "Niim - hakiim Khatra - e - jaan, niim - mullaa Khatra - e - iimaan". If means that taking knowledge from some unknowledge persons is dangerous. Or in other words, "a little knowledge is a dangerous thing". So, while thinking of starting the enterprise, it is advised to listen to those people who have stake in those enterprise or who are directly connected with starting of those enterprise. All the other persons should not be listened into because the saying and quotes from them are entirely useless.

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