CONFLICT: STUDY ON ENTREPRENEURIAL PROMOTION
IN N.E. INDIA, SPECIAL REFERENCE FOR AUTOMOTIVE
SERVICE INDUSTRY

PORAG KALITA*, ALAKESH KALITA**

ABSTRACT

Conflicts are inevitable features of organizational life and the present discussion on conflict enlighten us to know about the basic facts of life in group and organization. In an organizational life, a conflict occurs when two or more parties pursue mutually exclusive goals, values or events. It is based on the assumption that there are two or more parties whose interest or goals appear to be incompatible.

Social science plays a vital role in bringing out a change in society. However, changes the behavior and attitude of the people in the society. People and religious bigotry and intolerance involve in human activity destroy our unity and co-operative living condition as well as to make an entrepreneurial activity towards entrepreneur friendly environment in the N E India.

Entrepreneurship development by vocational education & training (10+2), has been accepted as strategy for an achieving fair objectives of promoting SMEs. For the development of automobile industry as road transport industry, is playing a vital role in the National enlistment. Road Transport industry provides a medium of moving men and material across the geographical spread of the Country and reduced un-employment opportunity. Because, most of the anti social behaviors are based on poverty and un-employment, which is affect our normal life.

The problems such as broken family, conflicts in the family, unhygienic condition and lustful activities appear in the society. However, when we talk about the nature of conflict we may say that conflict is not an organizational abnormality; Conflict is an inherent structural component in all special relations; and Conflict is neither bad nor good for organization.

For the entrepreneurial promotion from overtake of conflicts, trade union act is needed towards industrial relation. It is true that to make a good organizational behavior, is not directly related to trade union act, however,

*Automobile Engineering Department, Vocational Education (+2), M R S Higher Secondary School, Titabor, Jorhat- 785 630, Assam.
**B.Tech (Engineering Physics)- Dual 6th Semester, IIST, Government of Space, Kerala. India.

Correspondence E-mail Id: editor@eurekajournals.com
our concepts is primitive, we shall be out of the race, in the views of entrepreneurial promotion in our region. Robbins Says, “While the behavioral approach accepted conflict, the interactionist view encourages conflict on ground that a harmonious, peaceful, tranquil an cooperative group is prove to becoming static, apathetic and nonresponsive to needs for change and innovations”.

**KEYWORDS:** Conflicts, Perceived Conflict, Social Science.

**INTRODUCTION**

In terms of group behavior, that means, “A group as two or more individuals, interacting and interdependent who come together to achieve particular objectives. Groups may be formal or informal. The formal group is one This has a definite organizational structure, with a designed work assignment, establishing tasks and work groups.

*From the above, we may say that group is:*

- A collection of two or more individuals,
- Have a common goal or interest, which are shared,
- Interact with each other to accomplish their objectives,
- Perceive them to be a part of the group etc.

However, group development process is a dynamic process and through the groups are in continuous process of change and consisting by four stages. i.e. First Stage (Forming); Second stage (Storming); Third Stage (Norming) and Fourth Stage (performing) etc.

- Forming Stage: The first stage in the process of group formation is characterized by a great deal of uncertainty, about the group's purpose, structure. Leadership etc.
- Storming stage, the transaction of members’ results in intra-group conflicts and member accept the existence of the groups, but there is resistance to the control that the group imposes on individuality. Further, there will be conflict over will control the groups.

(Source: Stephen P. Robbins Organizational Behavior Prentice Hall, 1998 (P- 173)

*Figure 1. Group process Development*
Norming stage is close relationship developing and the group demonstrates cohesiveness. There is now a strong sense of group identity and camaraderie.

Performing stage is the final stage of development in the group. The, members understand each other’s role and understand each other to perform their task in a concerted action.

From the above, Conflicts is in built in any organization, be it a public sector undertaking and wherever human coordination takes place, conflict ensures. The conflict may be intra or inter conflicts ad success in human resource management lays in resolving the conflict for the good of the organization and not in eliminating the person responsible for the conflict.

LITERATURE REVIEW

At the outset, everybody talks about the development of Assam by implementing of vocational education for entrepreneurship development. While education in general is a means, of social and economic upward mobility, but the rapid growth of population, the present education system has not able to promote independent thinking, creativity, innovation and motivation for setting a challenging and achievable goal.

The road transport industry, which is playing a vital role in the National upliftment, special reference of N E India. In fact road transport industry is the barometer of the economic and social transforming in our Region. Today’s technological society and people want to practical and problem solving skill manpower and it has made job opportunities. Therefore, vocational education of Automobile Engineering (+2) generates aspiration for a higher standard of living and also motivation for involvement in the activities outside at home.

From the above viewpoints, when we want to trace the genesis of these sources, we may infer that the following constitute the major sources of conflict:

- Competition for scarce resources is probably the most common source of organizational conflict. Conflict among claimants for resources can result in behavior and consequent resource distribution which is sub-optimal for the organization. Management’s concern is to achieve an orderly distribution of these limited resources and avoid the unnecessary costs of the completion.
- A need for autonomy and independence will often spawn conflict within an organizational hierarchy. When a person joins an organization, some portion of autonomy and freedom of action is forfeited in deference to co-ordination and co-operation. This creates conflicting situation often.
- Group conflict arises out of difference on how to exercise power.
- If relationships are perceived as dependent, people are in conflict.
- Expectations of uniformity may lead to conflict. Etc.

METHODOLOGY

Stage of conflict is consisting by Latent Conflict; and Perceived Conflict. Latent conflict has its genesis in an early latent state. The elements necessary for conflict are present in this stage, but they are not always visible. Perceived conflict, the next stage occurs when the conflict is perceived ad experienced by those involved. In this stage people will feel more tense, hostile and aggressive.
In terms of human needs, it was observed the behavior of a person is one thing to understand it is another and to influence that behavior toward a certain direction is still a third problem. Understanding and influencing human behavior require knowledge of human needs. Most psychologists’ are in agreement that human behavior is not completely disorganized and without motivation. The human personality is composed of multiple elements which are related to affect some degree of apparent balance. The need of human beings is consisting by physiological, social and egoistic.

Physiological needs, often termed primary, are those that issue from the necessity to sustain life – food, water, air, rest, sex, shelter and the like. The “economic men” models assume that such needs basic and fundamental needs, one also must be assured that they will continue to be most people. When threatened, as it by mechanization, automation and economic recession, it gives rise to much and strongly motivated activity.

The remaining two types of needs are often termed secondary since they are more nebulous and intangible. They vary in intensity from one person to another. Much more than do the primary needs. In the social category, the needs of:

- Physical association and contract,
- Love and affection, and
- Acceptance, etc.

Another controversy, Local vs. National, that local may mean a branch of a big union or a small union of local importance. The British Royal Commission observed the undesirable habit of the local unions to conduct unofficial strikes without the sanction of the higher unions. However, there are not many conflicts in India between the national federations and their affiliated unions, because often both work independently.

Conflict process four stages: Potential opposition; Cognition and Personalization; Behavior and Outcomes.

(Source: Robbins P Stephens (1998) Figure 2. The process of Conflict)
Stage I, the process of conflict is the presence of condition that creates opportunities for conflict to arise, under the three major heads, viz, communication, Structure and personal variable. Stage II, if the conditions cited in stage I generate frustration, and then the potential for opposition becomes actualized in the state. Stages III, the process of conflict frustrate the attainment of another’s goals or prevent the furthering of the others interest. At this stage the conflict is out in the open. Stage IV, is the final stage, the interplay between the overt conflict behavior and conflict handling behavior results in consequences-outcomes.

RESULT AND DISCUSSION

Personal management may be conveniently described as part of the management which is primarily concerned with the human constitutions of an organization.

The need hierarchy proposed by Abraham Maslow is perhaps the most widely accepted model of the human being. He suggested the following order of priority of fundamental needs:

- Basic physiological needs,
- Safety and security,
- Love,
- Esteem, and
- Self-actualization, etc.

Since the physiological needs are classified as primary, they are, of course, given first priority. “Man lives by bread alone when there is no bread”, “If a person is starving; only food occupies the mind. As soon as one need is reasonably well satisfied, a second need becomes apparent; the person forgets that she or he was starving and now starts to be concerned about a need which was formerly of less significance.

In Maslow’s hierarchy, one now become aware of the need for safety and security. Human beings are motivated by unsatisfied needs, not by those that have been grantified. The desire for safety and security is met by such things as an orderly society, job tenure, insurance, religion, and the like. People are never completely satisfied on any need level, but a reasonable amount of gratification of first priority needs.

Maslow’s suggests that, an average citizen might be 85 percent satisfied in physiological needs, and 70 percent in safety needs, and 50 percent in love needs, and 40 percent in the self-esteem category, and 10 percent in self-actualization needs.

However, symptoms among conflicting persons, is consisting by Aggression and Approach-Approach Dilemma; etc.

The frustrated person may attack the barrier itself. For example, a vending machine which accepts tokens but fails to produce a required item may receive all sorts of punches, slaps, kicks and verbal abuse. In organizations, people often feel unable to attack the barrier directly and so their aggression is displaced on to some other object or person. Shouting at one’s spouse, cat or children might help relieve the immediate pressure caused by an unto-operative boss but does nothing toward reducing the real source of the internal conflict.

As individual people want difference things and the wants vary, individuals sometimes find themselves in conflict about their own goals. These internal conflicts can take one of three forms. However, this combination involves a choice between two equally negative outcomes. This may increase the internal tension, stress and detrimental to the organization.

CONCLUSION

Managing of conflict, can take a number of forms. Resolution will usually involve an
investment of organizational time and energy and the following of the management techniques in the resolution of conflict.

Problem solving, this technique for resolution relies on the open confrontation of differences among conflicting parties. It requires, at a minimum, open communications and that the parties are willing to try to resolve the issues.

Smoothing, it does not truly remove or reduce the basic conflict,

Win and lose, resolution of this sort will usually result in a winning and losing side. If production and sales cannot agree about the appropriate percentage of rejects per order, then the problem can be sent to the level of management that the two units have in common or resolution.

From the above discussion, the techniques which we have so far seen are only illustrative and not exhausted.

REFERENCES

[3]. Course materials Management Development programme, XLRI, Jamshedpur and course director Prof Madan.
[5]. Paper by Dr. Porag Kalita, UGC sponsored National in Nalbari commerce College Assam.
[7]. Paper by Dr. Porag Kalita, NAAC sponsored national seminar, J B College, Assam, India.