

## **IMPACT OF SOCIAL COMPETENCE ON DEVELOPMENT OF YOUNG ENTREPRENEUR: A CASE STUDY ON BARABANKI DISTRICT**

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### **ABSTRACT**

Very different social competencies are required and valued as they enable a competent individual to select and control behaviours, so as which to commit and which to suppress in a given context in order to achieve desired objective. Social competence is, possessing and using the ability to integrate thinking, feeling and behaviour to achieve social tasks and outcomes valued in the holistic context. The study of this aspect will definitely give the organisation its significance and its contribution towards the growth and development.

The paper is focused towards the working and non-working entrepreneur of Barabanki district of Uttar Pradesh within the age group of 25 to 35 years and attempt has been made to study the relationship between psychosocial competence and subjective well-being of young entrepreneur. The paper establishes correlations between self-perceived physical attractiveness and self-perceived social competence for various categories of entrepreneur within the target population.

**KEYWORDS:** Social Competence, Entrepreneur, Behaviour, Organisation