

**A STUDY ON PROBLEMS OF ENTREPRENEURS IN TIRUNELVELI DISTRICT****SANGEETHA U<sub>1</sub>****Dr. P. SANTHANAM<sub>2</sub>****Dr. R. EZHIL JASMINE<sub>3</sub>**

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**ABSTRACT**

Entrepreneurship is a skill for discovering innovative opportunities, taking risks and managing the business. The Nation could have all the critical resources like land, labor, capital, technology, investor friendly environment, government policies, procedures and other inputs but the development and dynamism for growth and sustained continuous economic progress can be provided primarily by entrepreneurs. Development of entrepreneurial skill is thus a necessary requirement for rapid economic development and growth. Unfortunately contribution in the growth story of India by entrepreneurs is insignificant. The skill of an entrepreneur is not determined by the gender, so men and women are equally skilled and in certain cases they may excel. Strengthening and regularizing the entrepreneurship is the need of the hour. Any such activities are believed to impact the economy in particular and society at large. This study has been made by conducting a survey in Tirunelveli District. For that, the researcher collected 50 samples from the respondents and percentage, Garret ranking method and t-test used for this study.

**KEY WORDS:** Entrepreneurial Skill, Women Entrepreneurs, Infrastructure, Financial Aid, Training and Marketing.

## INTRODUCTION

Indian economy has a strong base and enjoys positive and high growth rate. This has helped entrepreneurship across all regions but rural areas in particular. India is considered to be a perfect destination for entrepreneurs to set up business due to growing affluence and purchasing power of consumer population, stable democracy and dynamics stock model. In India, in general face certain social and cultural restrictions in leading their life, particularly in business. The challenge is to change this attitude and create an environment friendly to initiatives.

The role played by the government for promoting entrepreneurship is very crucial. Government (Central and state) has introduced important policies and provided facilities in terms of infrastructure, financial aid, training and marketing to encourage entrepreneurship in rural areas. Industrial development is one of the outcomes of growing participation in business and entrepreneurship. To achieve this goal, organizations may have been established by the government.

## STATEMENT OF THE PROBLEM

The study aims to discuss the characteristics of entrepreneurship in Trinelveli region covering various aspects in terms of demographic, economic, political, technological social, cultural and ethical aspects. It was observed that entrepreneurs encounter multi-dimensional and multi-faceted problems. Aim of this research is to ponder these difficulties and interdisciplinary connections. There have to be a change in the negative disposition towards enterprise of the administration authorities, financiers, agent, relatives, and so on to understand that, without the dynamic support of ladies business visionaries in monetary movement the financial improvement of family, locale just as country is unimaginable. Government gives the help to entrepreneurs business enterprise through the mechanism of the District Industries Center (DIC's), MCED, Non-Government Organizations (NGO's), Entrepreneurial development program (EDP) cells, Micro, Small and Medium MSME's plans and so on.

There is a need of an enquiry of whether the execution of District Industries Center in Trinelveli locale is improving or not, regardless of whether number of recipients is expanding, whether the measure of credit dispensed is developing and so forth. Differing help schemes for the advancement of entrepreneurs business people are being put into activity by both state and local governments. Anyway, in all actuality, the ladies businesspeople face many difficulties and

issues in getting the points of interest, advantages, concessions and different motivating forces broadened by the government. There is a need to distinguish the explanations behind the equivalent and actualize suitable corrective measures.

## OBJECTIVES OF THE STUDY

- To study the Socio economic background of the sample respondents
- To analyze the problems of entrepreneurship
- To identify the factors considered to be the highly influencing to become successful entrepreneur

## RESEARCH DESIGN

The present study is of Descriptive in nature. Sample size selected for the study was 50 respondents sent their answer out of 60 questionnaires in Tirunelveli District of Tamil Nadu State. For analyzing the data percentages, Garret ranking and t - test were applied.

## LIMITATIONS OF THE STUDY

- The present study considers only the selected respondents in Tirunelveli District.
- The respondents were not ready to share all the information required by the researcher.

## RESULTS AND DISCUSSIONS

**Table 1: Demographic Variables of the Respondents**

Variables	Particulars	No of Respondents	Percentage
Gender type	Male	33	66
	Female	17	34
	<b>Total</b>	<b>50</b>	<b>100</b>
	Below 25	6	12
	25-35	11	22

<b>Age</b>	35-45	20	40
	45-55	8	16
	55 & Above	5	10
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Marital Status</b>	Single	20	40
	Married	30	60
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Educational Qualification</b>	Below HSC	11	22
	Bachelor Degree	13	26
	Master Degree	18	36
	Other	8	16
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Nature of Enterprise</b>	Production	6	12
	Service	14	28
	Trading	17	34
	Agency	13	26
	<b>Total</b>	<b>50</b>	<b>100</b>

**Sources: Primary Data**

Table No.1 shows demographics wise distribution of the respondents. The majority of respondent were male. The most of the respondents were single. The most of the respondents age group between 35-45. Master Degree were high as compared to other Educational groups. Majority of the respondent's Nature of Enterprise were Trading.

**Table 2: Factors Considered being the Highly Influencing to Become Successful Entrepreneur**

Sources	Mean Score	Rank
Additional Income for the family	56.71	<b>I</b>
Unemployment	55.65	<b>II</b>
High status in the society	51.32	<b>III</b>

Locality support/confidence of Localite	50.10	<b>IV</b>
Government schemes	49.33	<b>V</b>
Friends	49.12	<b>VI</b>
Banks and Financial institutions support	46.75	<b>VII</b>
Self -Motivation	45.64	<b>VIII</b>
Availability of Plenty of Raw material supply locally	41.33	<b>IX</b>
Demand for the product or service	40.12	<b>X</b>

**Sources: Computed Data**

It is observed from the table 2. The analysis shows that Additional Income for the family goes to I rank, Unemployment goes to II rank, High status in the society goes to III rank, Locality support/confidence of Localite goes to IV rank, Government schemes goes to V rank, Friends goes to VI rank, Banks and Financial institutions support goes to VII rank, Self - Motivation goes to VIII rank, Availability of Plenty of Raw material supply locally goes to IX rank and Demand for the product or service goes to X rank.

**Table 3: Table showing T Test for Dimensions of Gender Type and Problems facing by Entrepreneurs**

Dimensions	Gender type	N	Mean	T Test	
				t value	Sig.
Financial Problems	Male	66	2.63	3.338	0.0010**
	Female	34	2.11		
Marketing Problems	Male	66	2.60	2.429	0.0160*
	Female	34	2.42		
Social Problems	Male	66	2.90	2.144	0.0320*
	Female	34	2.07		
Production Problems	Male	66	2.47	1.279	0.0020**
	Female	34	2.55		
Labour Problems	Male	66	2.37		

	Female	34	2.45	2.647	0.0080**
Technical Problems	Male	66	2.84	4.120	0.0000**
	Female	34	2.10		
Completion of Certification Process	Male	66	2.42	1.671	0.0000**
	Female	34	2.53		

**Source: Primary Data Note: \*\*, and \* means significance at 0.01, and 0.05 level respectively.**

Table summarizes the results of Testing of mean differences of Gender Type and Problems facing by Entrepreneurs. The p value of dimensions such as Social Problems and Marketing Problems are significant at 0.01 levels, whereas other dimensions such as Financial Problems, Production Problems, Labour Problems, Technical Problems and Completion of Certification Process are significant at 0.05 levels, hence the Null hypothesis (H<sub>0</sub>) is rejected. Consequently, it is accepted that a noteworthy mean difference persists between Male and Female towards the Problems facing by Entrepreneurs.

## FINDINGS

- ❖ The majority of respondent were male.
- ❖ The most of the respondents were single.
- ❖ The most of the respondents age between 35-45.
- ❖ Master Degree were high as compared to other Educational groups.
- ❖ Majority of the respondent's Nature of Enterprise were Trading.

## SUGGESTIONS OF THE STUDY

- The regular training programmes will help the entrepreneurs to develop self-confidence, self-esteem, assertiveness, courage and risk taking.
- The entrepreneurs must establish themselves well particularly on public relations as it provides knowledge on the availability of the support by bank and other government agencies.

## CONCLUSION

The entrepreneurship has a major role in bringing in desirable socio-economic changes in the society. It can improve standard of living and earning power of rural poor by providing employment without straining the natural resources. Since these are mostly small scale and located in rural areas, it does not have the negative influences of other industries situated in urban areas. This might lead to improvements in the area of entrepreneurs.

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