

A Study on Impact of Motivational Factors on The Growth of Microentrepreneurs of Thanjavur District in Tamil Nadu

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ABSTRACT - “In summoning people to match their talent and labour with small amounts of credit, microenterprise development meets low-income communities where they are introducing new opportunities to create work, income, and assets, and thereby affirming human worth and dignity”. - Jack Litzenberg Charles Stewart Mott Foundation

Socio-economic development in any country is based on planned development to develop human resources to their brimming utilization and industrialization. The concept of entrepreneurship has changed and redefined over the years and is widely used from the interplay of behavior and activity of special segment of the entrepreneurs. It is mostly accepted that entrepreneurship is a driving force of economic development, a powerful tool to increase national as well as per capita income, but also an important tool to fetch structural social and cultural changes to the economy. Microenterprise development is an income generating strategy that helps low-income people start or expand a very small business. It involves providing education and capital to people with dreams, talents, and skills, but no formal business experience that cannot access conventional sources of capital. Several economically underprivileged people include exploited microenterprise programs to lift themselves out of poverty, make jobs for themselves and others, create income, build assets and improve skills. There is a need to strengthen employment opportunities in the rural areas by promoting micro-entrepreneurship. The same scenario prevails in the state of Tamil Nadu too. The economy of the state is seriously dependent on agriculture. The farmers and agricultural laborers' constitute 64% of the total functioning people. In spite of being endowed with immense potential for the development of resource-based and demand-based industries, the pace of rural industrialization in Tamil Nadu has not been satisfactory. The study is made in the Thanjavur district of Tamil Nadu based on data collected from 250 entrepreneurs through a structured questionnaire.

Key Words: *Micro entrepreneurship, Motivational factors.*

I. INTRODUCTION

India may be one of the best mounting economies of the world today. But there is a huge area of shadows in the rural locality. 69 percent of our population lives in the rural areas and a majority of people in rural areas depend on agriculture for their livelihood. According to the provisional reports released on 31 March 2011, the Indian population increased and 1.21 billion' people are without employment as per the National sample survey report published. The share of agriculture has increasingly

declined in recent years resulting in a permanent movement from the rural area to urban areas of improved employment opportunity and increased standard of living. The share of agriculture and related sectors in the GDP has been reduced to 14%. The census 2011 estimates that 83 million people keep on to live below the shortage line in rural India. The total number of villages in India has increased from 6, 38,589z (census 2001) to 6.40,868 (2011) an increase of 2279 villages. Apart from increasing the income at the village level, the micro-entrepreneurship can significantly contribute to the national income of the country. Micro-

entrepreneurship can play an important role in ensuring the development of a village through the accrual of intrinsic and extrinsic benefits to the villagers.

Thanjavur is the headquarters of the Thanjavur District. The town is a vital agricultural center situated in the Cauvery Delta and is known as the "Rice bowl of Tamil Nadu". Thanjavur is controlled by a municipal corporation covering a region of 36.33 km² (14.03 sq mi) and had a people of 222,943 in 2011. Thanjavur District, a part of south India, is one of the most culturally and geographically distinct parts of the country. 8.56% of Thanjavur District population lives in villages. Agriculture accounts for more than one-third of Thanjavur District income and employs 69% of the workforce. Average literacy rate in rural areas is 82.64 %. The unemployment problem is more pronounced in the rural areas of Thanjavur District as there is a gradual increase in educated unemployed. (Economic Survey in 2011).

II. REVIEW OF LITERATURE

Ajit Kanitkar (1994), the study of helps to understand the "emergence of successful entrepreneurs and owners of micro-enterprises in rural India". Founded on the case readings of 86 rural-based entrepreneurs haggard from various regions of India, this object observes the geographic socio-economic profile of the entrepreneurs, their motivation for changing from an agriculture-based career to a non-farm motion, their draw near to raising funds for their enterprises and the factors that helped entrance of the rural-based entrepreneurs in to a company activity.

Mishra & Bal (1997) accomplished an "experimental study on entrepreneurial motivation in seven districts of Orissa". The person behind had examined the data collected from a sample of 110 entrepreneurs. A large number of factors-financial, institutional, cultural and political structures, overall socio-economic background, government policies, individuals" preferences and willingness-were establish accountable for entrepreneurial activities in any nation at any time. The behavior of human beings is controlled by their urges, drives, desires, and needs which are backed by motivational factors for entering into entrepreneurial business. Dissatisfaction with previous job, dependency situation, the insistence by elders was strong compelling factors. Along with the internal and external factors, business knowledge and open-minded monetary help from financial institutions come forward as foremost factors. Accessibility of raw materials, marketing support from the government, accessibility of infrastructure and technology, moral support were some of the other major motivating factors".

Orhan and Scott (2001) this study surveyed by 25 women entrepreneurs to investigate the motives that stimulate women to welcome into business. They employed the qualitative explore system; the in-depth dialogue method to

build up a model. Investigate specified lots of motivating factors categorized as the weight of the surroundings, push factors and pull factors. "Dynastic compliance" and "natural succession" were ecological influences, Push factors were "no other choice" and "forced entrepreneurs" Pull factors included "informed entrepreneurs" and "pure entrepreneurs".

Sophia Stathopoulou Demetrios Psaltopoulos and Dimitris Skuras (2004) make available an included analysis of "micro-entrepreneurship and set the program for upcoming research in the region. Micro-entrepreneurship is portrayed as a 3 stage chronological procedure greatly influenced by definite territorial characteristics. The expected investigate program addresses concerns connected to hypothetical studies regarding entrepreneurial methods in village areas and more applied concerns regarding the formulation of incorporated and knowledgeable strategies support entrepreneurship in such areas".

Sarri & Trihopoulou (2005) observed the study "individual character and motivation of women entrepreneurs in Greece. The research exposed that the education level of the respondents was more; the majority women are married and had children. There was also a propensity to come into business in old age. The women in Greece were mostly motivated by pull factors like self- fulfillment, need for innovation and self-determination".

Kaippachery (2005), Examined the force of monetary alteration structure agenda on the 82 rural and small-scale enterprises (RSSEs) situated in Kannur district of Kerala. The conclusions bring into being a unimportant force of the alteration on employment, earning capability and availability of raw material while productivity, efficiency, marketplace entrance, diversification, the protection of labor and funds were found to be more susceptible to un-continued. To hold up economically un-continued RSSEs, the research suggested the development of rural financial markets, trades fares, advertisement, displays etc., to get better advertising of rural business products, rate decrease, developments in the excellence of products, and diffusion of marketplace information to consumers".

Nicola Mecchari and Gianluigi Pelloni (2006) current and examination the outcome from a surveyed surrendered to a sample of 123 rural entrepreneurs and business in a hilly area of middle Italy. In meticulously, they test for six hypotheses regarding the relationship between different factors, reflecting entrepreneur and business specific characteristics, and the adoption of tools of institutional supports. Their studies also examine and propose possible strategies for nurturing entrepreneurship and the improvement of the rural area under research.

Ram Krishna Mandal (2007) in his article includes the present situation of Khadi and Village Industries in the Northeast States, particularly Arunachal Pradesh, in family

member to growth, improvement, troubles, and solutions. The instigator opined that top priority should be prearranged to who those small-scale industries like KVIs which require weight less machine tools and other equipment in arrange to create qualitative products since today, a conditions development is considered by the excellence of goods it produces

Srivastava and Syngkon (2008) this article makes an in-depth examine of the improvement of small-scale industrial (SSI) sector in the rural areas of the conditions of NER of India. The study also focuses particularly on the position and profile of entrepreneurs. The conclusion expose that the manufacturing, assembling, processing, activity is the overriding grouping between the various SSIs actions in the NE conditions in rural and urban areas. It is experiential that in mainly the North Eastern states, attention and expansion of SSI activities is advanced in rural areas than in urban areas. The study also carries to light the increasing number of women and tribal entrepreneurs in the region.

Sharmina Afrin, Nazrul Islam and Shahid Uddin (2008) Ahmed in their article attempted to recognize the "factors connected to the development of entrepreneurship amongst the rural women borrowers during microcredit programs. The results show that the financial management skills and the group identifier of the women borrowers have a important association with the development of rural women entrepreneurship in Bangladesh".

Khanka (2009) "an investigation explained that, 248 first age group of entrepreneurs in Thanjavur District in NE India to appreciate their entrepreneurial motivation. The study obviously shows that the entrepreneurs were mainly motivated by require for economic attainment, individual development, independence, and acknowledgment. The need to contribute to the community was not found to be a significant cause to happen to an entrepreneur. The study did not make known any major difference in the motivations of men and women entrepreneurs".

This article explain "Micro Entrepreneurship Development Programme-An impact Assessment" stated that a cautiously planned assortment procedure to recognize and decide only paying attention and possible youth would make the REDP a achievement. Therefore, there is requiring having a proactive role by government agencies like District Industries Centre (DIC), Banks, and NGOs, in the mapping of potential and identifying borrowers. They will impart entrepreneurial skills and provide the enabling environment for conducting REDPs.

Gangadhar Banerjee and Srijeet Banerji (2011) explained this article "The micro-entrepreneurship development programme – force to review in seven states of India namely Andhra Pradesh, Bihar, Chhattisgarh, Himachal Pradesh, Odisha, Uttar Pradesh, and West Bengal. The development programme was conducted during

Entrepreneurship Development Institute, Voluntary associations, Non- Governmental organizations for given that sustainable employment service and making a profit opportunity in rural areas. The study discloses that REDPs is a well-organized instrument in making a profits and employment opportunities for rural youth, in particular women in rural and semi-urban areas. The study results recommended that there is a require to take on a inclusive policy to cover an sufficient number of potential entrepreneurs under REDP through EDIs/RUDSET type institutes and select capable VAs or NGOs to operational strategy".

Jyoti Kumar and Lalhunthara (2012), this study concluded on the socio-economic environment of Micro-entrepreneurs in Aizawl district, Mizoram establish that Education of the entrepreneur, work experience of the entrepreneur, age of the entrepreneur, and family play an important role in shaping the entrepreneurial goal of the applicant. It was establish that practically one by fourth of entrepreneurs were women's. Their study also make knows that entrepreneurs were occupied in different position of business activities variety from tailoring to food processing, involving complex technologies and different skills sets.

STATEMENT OF THE PROBLEM

Motivated of the fact that micro-entrepreneurship has a long history of development and its importance in a national economic scene is steadily upward, there is very little literature providing an objective assessment of micro-entrepreneurship. The literature, available in most governments' reports and more often than not studies by administration involved in the formulation of policies for its implementation. There is a need for many more studies on micro-entrepreneurship because of variations in geographic, social, cultural, political and economic conditions from state to state and from region to region within a state. There is also a need to throw light on the factors that motivate the micro entrepreneurs to establish their units.

This observation is most appropriate in the micro-enterprise environment in Thanjavur district and does not correctly assess the exact location of its overall economic development and importance. And also they should come forward to encourage and support the government support in dealing with the necessary bank loans, equipment and proper guidelines. However, Thanjavur District Micro Entrepreneur is a professionally backward area it has been providing many facilities for the growth of rural industries compared to other districts in Tamil Nadu. Therefore, it feels that this district is best suited for a study on micro enterprises. So, the minority in Thanjavur district has been influenced by the nature of the factors. So they are facing many problems to develop new opportunities for the creation of various jobs, income and assets to enhance clear awareness and its intentions Microfinance entrepreneurs in Thanjavur district. It is important to encourage the

government support and how to they are used to benefits for financial support in Bank loans and Credit on business equipments and motivating micro entrepreneur to start a new enterprise or give the proper guidelines, Entrepreneurship Training Programme on economic activities.

OBJECTIVE OF THE STUDY

The main objective of this study:

- To examine the impact of motivational factors for the growth of micro entrepreneurs in Thanjavur district.
- To make suitable suggestions for the development of micro enterprise in Thanjavur district.

HYPOTHESIS OF THE STUDY

The various micro-entrepreneurial development programmes and policies implemented insufficient for the motivation of rural entrepreneurs.

III. METHODOLOGY

The present study was carried out in Thanjavur District and size of the sample was determined through SPSS.20. Accordingly, the number of sample size was found to be 250. These 250 samples were drawn considering 8 Taluks in Thanjavur district as a whole population. The sample has been selected on the basis of Tippets random number table and fortunately from all blocks more or less equal number of the sample has generated.

DATA COLLECTION

The information for the study was collected both from primary data and secondary data. Primary data was collected from selected micro-entrepreneurs in the course of an official interview. Secondary data was collected from sources like books, journals, magazines, websites etc. The statistical tools were used for analyzing the data and constructing the results from the collected information. The interpretation of data was carried out by using simple statistical techniques' like percentages, mean, standard deviation and coefficient of variation. Inter-variable relationships have been recognized wherever potential by carrying out cross-tabulation of the available information. Suggestions strained as a result of the study of information have been interpreted keeping in view the objectives of the study.

IV. ANALYSIS AND INTERPRETATION

1. Factors influencing the initiative to starting the enterprise

A micro entrepreneur is motivated to set up an enterprise or take up economic movement for various reasons.

Table – 1 - Factors influencing the initiative to starting the enterprise

Factors	Frequency	Percent	Valid Percent
Self-employment	90	36.0	36.0
Maintain the same family business	29	11.6	11.6
Dissatisfaction with the present job	10	4.0	4.0
Enthusiasm to make money	46	18.4	18.4
Increase social prestige	13	5.2	5.2
Make use of technical and professional skill	11	4.4	4.4
Need for sovereignty	35	14.0	14.0
Success stories of other entrepreneurs	8	3.2	3.2
Any Other factors	8	3.2	3.2
Total	250	100.0	100.0

Source: Output generated from SPSS 20

Other factors: EDP, family background, availability of government subsidies

The table shows that 36% of the micro-entrepreneurship and rural entrepreneurs have started the enterprise to be self-employed, 18.4% of entrepreneurs started their enterprise to make money, 14% of entrepreneurs stated the desire to lead an sovereignty life as the reason.11.6% of wanted to maintain the family business whereas 5.2% of the rural entrepreneurs started the enterprise to earn social prestige from the society, 4.4% were joined in to the business to utilize their technical and professional skill, 4% were dissatisfied with the present job, whereas success stories also influenced to the extent of 3.2% and also 3.2% of micro and rural entrepreneurs factors such as EDP, family background, availability of government subsidies has also worked as motivating factors to start an enterprise.

2. Motivators in starting the enterprise

Motivators play the major role in the establishment of any enterprise. They are the persons, relatives, friends' parents, spouse etc who motivate any person to set up an enterprise. They are supportive in giving an idea about how the business should be started. Hence, it becomes required to find the motivators starting the enterprises. Once an entrepreneur has been influenced that he should take up some profitable activity, then the micro entrepreneur be motivated and cultivated by some well-wishers the detailed analysis of various motivators has been presented in table-2.

Table – 2 - Motivators in Starting the Enterprise

Motivators	Frequency	Percent	Valid Percent
Self	93	37.2	37.2
Spouse	43	17.2	17.2
Friends	32	12.8	12.8
Relatives	26	10.4	10.4
Family members	56	22.4	22.4
Total	250	100.0	100.0

Source: Output generated from SPSS 20

Table 2. Shows that 37.2% of micro entrepreneurs were self-motivated. 22.4% were motivated by their family members, 17.2% were motivated by their spouse. Friends had motivated rural entrepreneurs to the extent of 12.8% while Relatives had motivated rural entrepreneurs the extent of 10.4%.

It is very motivating to make a note of that self-motivation is leading among all the motivators. It could be concluded that entrepreneurship is the result of an encouragement and active support of the spouse and family members apart from the individual initiative. It can be inferred that the initiative was very much acknowledged and encouraged by spouse, friends, and relatives and family members.

3. Motives for deciding the present line of economic activity

The decision regarding the selection of a particular line of activity is a burdensome task. Because, of the ultimate success of an enterprise maybe depends upon this decision. So this vital decision of selecting a line of action should be taken a good deal of consideration. No further judgment may be so vital as the accomplishment of the correct type of policies and planning. Decision making in such matters requires much expertise as a micro-industry is one area where it is not possible to way a fault once it is invisible for a long time after it has been devoted. Microenterprise contributes in a large way, contributing productivity and quality at par with medium industries. This sector has developed in the country in terms of production, exports, quality and is still growing micro and small industries now provide 40 percent of natural gross domestic product an immense change as compared to 1950's. Hence, it was thinking to be suitable to examine the motives that influenced the micro-entrepreneurs for deciding a present line economic activity.

Table - 3
Motives for deciding the present line of economic activity

Reasons	Frequency	Percent	Valid Percent
Ease to start the business	75	30.0	30.0
High profitability	60	24.0	24.0
Less competition	58	23.2	23.2
Previous experience	20	8.0	8.0
Easy marketability	28	11.2	11.2
Others	9	3.6	3.6
Total	250	100.0	100.0

Source: Output generated from SPSS 20

Others include workers easily available, capital in hand etc

Table 3 shows that easiness to set up an enterprise influenced the entrepreneurs much in their choice of the present line of activity 30% of micro and rural entrepreneurs had listed their reason as easy to start a business as the major reason to have influenced them. The

second main reason which had influenced them was a higher edge of profit with an overall score of 24%. 23.2% of the entrepreneur had stated that less competition was the reason for choosing the present line of activity, 11.2% of the entrepreneurs' easy marketability of the products was the reason. 23.2% has selected their line of activity because of previous experience in the field. Only 3.6% of the entrepreneurs had selected their line of activity because of workers easily available, capital in hand etc.

Selecting a present line of activity on the justification of easy entry/ startup was not a resonance one. If the entrepreneurs hesitated to take more attention to detail in the beginning, then they strength have to pay price for it in the long run. Of course, it did not mean that micro entrepreneur was likely to make a mistake in all the cases when the decision of the choice of the line of action was taken on such grounds mentioned through the table no. 3.

4. Reasons for locating enterprise in his/her area

The location of an enterprise is a most key factor, which can truly indicate the success or failure of any unit in the very beginning. Hence, portraying the reasons for locating the enterprise in Thanjavur district by micro and rural entrepreneurs in this aspect is considered important. The selections are carefully preferred keeping in mind the circumstances of micro-entrepreneurs from the different segments.

Table – 4 Reasons for choosing the present line of activity

Reasons	Frequency	Percent	Valid Percent
Birth Place	60	24.0	24.0
Low-cost resources	40	16.0	16.0
Availability of raw materials	46	18.4	18.4
Availability of labor	33	13.2	13.2
Infrastructural facilities	19	7.6	7.6
The non-existence of similar unit	43	17.2	17.2
Others	9	3.6	3.6
Total	250	100.0	100.0
Value of chi-square	16.372		
Table value at 0.05 level	12.53		

Source: Output generated from SPSS 20

Others include nearness to market, availability of own plot & shop etc, government incentives

The table described that the deliberation of a place of birth was important for selecting the present location for 24% of the rural entrepreneur. Availability of raw materials and non-existence of comparable unit was the third important factors with 18.4% and 17.2% each. 16 % selected the place because of the resources available at lesser cost.13.2% selected the place due to the availability of labor. 3.6% of the micro-entrepreneurs have chosen the place because of

the nearness to market availability of the plot and government incentives.

5. Preliminary sources of finance begin to the business

Apart from the non-financial stimulants, it would be relevant to know the responsibility of initial sources of finance in stimulating entrepreneurial activity. The initial sources of finance are shown in table 5.

Table – 5 Preliminary sources of finance begin to the business

Reasons	Frequency	Percent	Valid Percent
Family members	110	44.0	44.0
Government agency	24	9.6	9.6
Money lenders & others	16	6.4	6.4
Commercial banks	100	40.0	40.0
Total	250	100.0	100.0

Source: Output generated from SPSS 20

Figure 5 shows that 44% of the micro-entrepreneurs had raised the finance support from family members, 40% from commercial banks, 9.6% from government. Agencies and remaining 6.4% from money lenders. The financial help from the family members of the micro-entrepreneur is to be considered as an important and planned one. Firstly, it indicates the confidence of the family in the capabilities of the micro-entrepreneur and profitability of the activity. Secondly, it indicates the awareness of the family to risks its savings in an entrepreneurial activity. On top of these, it is put a match to bearer in shaping the entrepreneurs' new career. Starting this, it is recognized that family members are hoping the entrepreneurial enlargement.

6. Participation in EDP

Training is necessitating of the hour, particularly for business activity. As it plays an important role in entrepreneurship development; it is necessary for both potential and existing entrepreneurs. The micro and rural entrepreneurs were asked to indicate whether they had participated in any EDP/training programme from any institutions supporting entrepreneurship.

Table – 6 - Participation in EDP

Undergone EDP Training	Frequency	Percent	Valid Percent
Yes	136	54.4	54.4
No	114	45.6	45.6
Total	250	100.0	100.0

Source: Output generated from SPSS 20

The responses are shown in table 6. Of the sample, 136 micro entrepreneurs participated in EDP before beginning their enterprise. It is evident from Table 6 that 141 micro entrepreneurs had not attended any training programme before starting their enterprise. The training is in the parts

of financial management, marketing management, technical support, quality control, sales technique etc.

7. Major expectations and extent of their fulfillment from EDPs

The success of training programme for developing entrepreneurship depends upon the qualities and skills of trainers. Training institutions should possess experienced skilled, dedicated and motivated faculty for imparting training skills. In this study entrepreneurs were asked to observation on their major expectation, i.e., at least three in different rank as satisfied, satisfied to some extent and not satisfied at all.

Table - 7

Major expectation and extent of their fulfillment from EDPs

Expectation	Satisfied	Satisfied to some extent	Not satisfied	Frequency
Expected knowledge about starting an enterprise or taking up economic activity	39	62	35	136
Expected knowledge about MSME/SSI	60	46	30	136
Expected knowledge about Finance	78	38	20	136
Expected assistance in selecting a project	22	48	66	136
Expected marketing support	20	42	74	136
Expected knowledge of technical know-how	27	9	100	136
Expected grant of subsidy	48	20	68	136
Expected knowledge of managing an enterprise	36	47	53	136
Expected knowledge about incentives	43	36	57	136
Expected knowledge about project report preparation	35	46	55	136

Source: Output generated from SPSS 20

Table 7 shows an expectation of 136 numbers of respondents in Thanjavur district. The majority of the respondents had added than one expects from the programmes. Significantly expectations are expected information about going to starting an enterprise or taking up an economic activity after training, knowledge about MSME, knowledge about finance, assistance in selecting a project, marketing support, knowledge of technological how-know, grant the subsidy, knowledge of management, knowledge about incentives, and knowledge about project report.

Out of 136 respondents only 39 (28.7%)a admitted that training had helped them in setting up an enterprise, 62 (45.6%) satisfied to some extent and 35 (25.7%)

entrepreneurs felt that training might not assist them in situation awake an enterprise or taking up a financial activity. So they were not satisfied at all.

Out of 136 respondents, 60 (44.1%) had admitted that training programme had helped them in getting the knowledge about MSME and hence satisfied, 46 (33.8%) respondents satisfied to some extent and 30 (22.1%) respondents were not satisfied from the programme.

Respondents who expected knowledge about finance, 78 (57.4%) felt that training had helped in getting knowledge about finance and hence satisfied. 38 respondents (27.9%) felt that training could help them partly and remaining 20 (14.7%) were not satisfied at all. As regarding selection of project, out of 136 respondents.

Only 22 (16.2) gave credit to training organization in finalizing the report, 48 (35.3%) have been satisfied to some extent and other 66 (48.5%) felt that training could not help them in safe and sound awareness concerning development, so they were not satisfied.

Marketing expectation exposes that 20 respondents gave a satisfactory opinion, 42 respondents satisfied to some extent and 74 respondents were not satisfied. Expectation similar to awareness of technological how-know possibly will barely satisfy the respondents.

Out of 136 respondents, Only 27 respondents satisfied and 9 respondents satisfied to some extent and 100 respondents were not satisfied at all. Most were of the analysis that most important continued on reported hypothetical inputs and convenient tips were absent in all case. Here such cases applicants unsuccessful to develop capability from a techno-economic viewpoint and were totally unsatisfied.

Out of 136 respondents, who expected knowledge about subsidy, 48 were satisfied. 20 were satisfied to the limited extent and other 68 respondents felt that trainers were not able to give information about various subsidy scheme. So they were not satisfied.

136 respondents also felt that training organizations were not able to fulfill their expectation like managing an enterprise. Out of 136 respondents, 36 (26.5%) admitted that training programme had helped them in acquiring knowledge about management and hence satisfied. 47 (34.6%) were satisfied to some extent and remaining 53 (39%) were not satisfied at all about knowledge of management.

Out of 136 respondents, who expected knowledge about incentives it was found that 43 were satisfied, 36 were satisfied to some extent and 57 respondents were felt that training did not use in obtaining knowledge as regards various incentives and consequently not satisfied at all.

In preparation of project report only 35 (25.7 %) was "satisfied", 78 (57.4%) "Satisfied to some extent" and 23 (57.4%) respondents opined that they did not know how to

prepare the project report and hence "not satisfied". Most of them prepared the project report by paying necessary fees.

From the above analysis on most important expectation and their fulfillment from Entrepreneurship Development programme, it was found that the micro entrepreneurs in the group satisfied and dissatisfied to some extent on lots of grounds was highly greater than entrepreneurs in the satisfied group. So it can be concluded from the above analysis that the micro entrepreneurs are not motivated through various Entrepreneurship Development Programmes. The working hypothesis formed was correct and demonstrated.

V. SUGGESTIONS

Entrepreneurship is the conclusion of an interaction of the individual, environment with socio-cultural factors. It has been recognized on the basis of a lot of experiments that entrepreneurship can be stimulated. The Government has recognized this is making many efforts to repeat strength of enterprise among its people. Entrepreneurship is one of the best ways of improving the socio-economic status of rural entrepreneurs in society. The following suggestions can be put forwarded for the safeguard and improvement of demand potentiality leading to fertile ground for micro-entrepreneurship. Entrepreneurship would be helpful for rural capacity utilization and development and solving rural problems like unemployment, poverty, low-level standard of living etc.

- ✓ Entrepreneurship development training should be directed not only to motivate but also to inspire confidence in the trainees. The trainees should be made aware that failure is predictable but success is possible if they follow with determination. Surroundings and society that accepted initial disappointment should be created.
- ✓ It is also not required that one should belong to a particular caste or community to become an entrepreneur. The more essential is a proper mindset. So change of mindset is the main step for developing an entrepreneurial environment in rural areas. Organizations may organize a camp in village areas for the benefit of rural people.
- ✓ It is also evenly vital that an entrepreneur determination to take up accountability for their personal constant education and re-learning for their improvement.
- ✓ In the present context, the Entrepreneurship Development Programme could be more pro-active, broad-based (in terms of target group) and of a continuous nature.
- ✓ The influence of achievement stories of entrepreneurs has recognized as another important factor for facilitating entrepreneurship. therefore, there is a need for the introduction of such achievement stories of

- entrepreneurship among those who have not even completed high school are to be put in front of graduates to instill confidence. Achievement stories not only generate entrepreneurship but also quality.
- ✓ Training institutions like Institutes of Entrepreneurship Development (IEDs) and centers for entrepreneurship development (CEDs) should be established to organize training programmes in rural areas. There is a need to make clear to the rural entrepreneurs on the various management skills.
 - ✓ The arrangement of the village development council, under the guidance of the appropriate Government, at the village level. This council should lead in forming and propagating about the negative impacts of using up of rural demand, rural resources to the urban area. Such a village development council will be the forum where issues relating development will be discussed and opinions will be floated among the people for a course of action.
 - ✓ Intensive follow-up services have to be provided to the entrepreneurs in the post-training phase so that the trained entrepreneurs are able to pursue the activities on a sustainable basis.
 - ✓ An arrangement of Micro entrepreneurship Development Bank of India, on the line of Industrial Development Bank of India, is essential to promote entrepreneurship in the rural areas. Its role would be to make available finance, knowledge, technical expertise, managerial advice, help in marketing, and string etc. it has to take the case from beginning to end. Still, its position would be to come up with plans.
 - ✓ Careful selection and proper planning of the project are also important to the success of the enterprise. A reasonable level of knowledge of the planned project is necessary to gather any uncertainty that may occur soon.

VI. CONCLUSION

Entrepreneurship plays a crucial role in the growth of our economy. It acts as a catalyzed in nurturing the initiative to undertake economic activities for the production and distribution of wealth. In rural areas larger amount of potential, remain unemployed due to lack of supportive means and management. Proper entrepreneurial skill and marketing talent is to be given to rural entrepreneurs through proper training programmes for carrying micro-entrepreneurial activities. What the micro-entrepreneurs need is encouragement and support from the family members, government and societies. These rural entrepreneurs must be involved in contemporary small-scale units. If they are properly trained and provided with the required capital rural India and informal sector will develop, and this, in turn, will reduce the movement journey of rural people to urban areas in search of employment.

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