

# A Study on Entrepreneurial Development in and Around Tiruchirappalli District

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**Abstract** - According to “Dhirubhai Ambani” True Entrepreneurship Comes only from Risk Taking Global Entrepreneurship Monitor (GEM) in its global study has ranked India 9th among Entrepreneurial countries in the world. India has secured highest position among 28 countries in the category of 'necessity-based Entrepreneurship'. However, it is place 5th from the lowest in case of opportunity-based Entrepreneurship'. This study indicates that the opportunity-based Entrepreneurs contribute more to overall economic growth than necessity-based Entrepreneurs. This is the clearest evidence that Entrepreneurship in India is still far from what it should be and it could be.

In any nation the role of entrepreneurs to the economic growth and prosperity is indispensable. In fact, the rate of economic progress of a nation depends upon its rate of innovation. This rate of innovation in turn depends on rate of increase in the entrepreneurial talent in the population. For instance, the diversity of entrepreneurial activities that characterize rich countries can largely be attributed to the supply of entrepreneurs. In case of developing nations, small and medium entrepreneurs are the important sources of employments for them.

Entrepreneurs who are forced to endure more hardship and other chronic problems as they live on the edges and their fortunes swing wildly.

The multitude of problems has forced the Small and Medium Entrepreneurs to operate in increasingly difficult environments. To tide over these problems, they expect the state institutions to be more caring and considerate in protecting and promoting their interest. Moreover the sustenance of Indian Small and Medium Entrepreneurs make an economic sense too because they are responsible for creation of good number of jobs and also account for early one-third of the private sector.

**Keywords** – Entrepreneurs, economic, private sectors.

## I. INTRODUCTION

The role of an entrepreneur is of decisive significance at all stages of economic development. A successful entrepreneur is one who makes realistic plans and takes moderate and calculated risk. He will definitely obtain a clear perception and attitude towards the past, present and the future. He faces hurdles in the entrepreneurial career bravely with a firm determination. Several psychologists, sociologists, economists and management researchers have given a list of behavioral attributes of an entrepreneur. The most essential among them are passion about doing something new or a specific idea, confidence about winning, persistence with the idea and actions to accomplish the goal, persuasion to win the support of others, hardworking and extracting work from others, adaptable to situations and flexible, team-oriented to build and grow fast, innovative to achieve better results, optimistic and not giving up in the

face of major difficulties, independent thinking and not carried away by the ideas of a few others, ability to manage risk, orientation to build technical, financial and human resources, ability to observe and identify changing customer needs, relevant technical and managerial skills.

The extent to which these qualities are required, and in what combination, to become a successful entrepreneur obviously varies, depending on the external environment and challenges involved in converting the idea into a commercially attractive product or service. While some are knowledge driven, the others are either skill or attitude driven.

The satisfaction in the endeavor of doing business or rendering service is also as important as the success of the entrepreneur. The relativity of success and, satisfaction is a very significant factor for the growth of the industry or

business. Moreover the awareness of the necessary aspects which are very relevant and significant for the welfare of oneself and the society is to be given much importance by the entrepreneurs. The present study has evolved a profile of successful entrepreneurs in the micro, small and medium enterprises sector, based on their views, in the environment of Tiruchirappalli District.

#### STATEMENT OF THE PROBLEM:

Though the problems affecting the entrepreneurs may differ in size, nature and intensity across different geographical regions, it is important to understand the problems of each of these regions and provides customized solutions to their problems. However, the Small and Medium Entrepreneurs in general have been constrained by the problems of raw material procurement, acquisition of finance, underutilization of capacities, poor project plan, inadequate infrastructure, inadequate marketing, outdated technology, insufficient skilled man power and other managerial concerns. These problem shave individually and collectively contributed to the dismal performance of many entrepreneurs in this part of the country. This has added to the woes of the entrepreneurs who already received body blows due to economic reforms.

Positively speaking, Entrepreneurship has long been recognized as fundamental to the regional economic development. The failure to cultivate entrepreneurship among youth can play havoc on the fortunes of our country. It is therefore necessary that State policies pay incremental attention to the various dimensions of different issues confronted by entrepreneurs and more especially the issues affecting the Small and Medium Entrepreneurs. The SMEs globally have carved out a niche of their own and have proved their mettle in boosting the national and regional economy. It is also imperative for supporting institutions, policy makers, and other stake-holders to be vigilant and sensible to the problems of this vulnerable category of entrepreneurs with volatile business fortunes.

#### SCOPE OF THE STUDY:

The present study covers the functional aspects of the enterprises managed by the small and medium entrepreneurs. The functional areas include purchase function, storage function, production function, finance function, human resource function and marketing function of the firms. There is also an analysis of their satisfaction, degree of success and the awareness of the entrepreneurs of the SMEs about government schemes, information and communication technology, social responsibility and environmental issues. Further, the present study discusses the whole gamut of issues affecting the small and medium entrepreneurs concentrated primarily in three regions of the Tiruchirappalli District. However the study is limited to ascertain and understand the problems and future prospects

of entrepreneurs belonging to small and medium segments alone

#### OBJECTIVES OF THE STUDY:

1. to study the demographic profile of the study-respondents namely the SMEs in Tiruchirappalli District.
2. to bring out the relevance of the success and satisfaction of SMEs.
3. To identify the functional factors affecting the performance of the SMEs.
4. to study the efficacy of government policies in protecting and promoting the SMEs.
5. to identify the awareness of SMEs regarding Government Schemes, Information and Communication Technology, Social Responsibility and Environmental Issues.

## II. REVIEW OF LITERATURE

This review of literature begins with a short history of writing and journaling and their impact on the writing process. It will continue with review of the theoretical frame work of Siemens's 2005 connectivism and research on electronic journaling as a tool that may help student become better writers.

Bhanushali (1987) analysed the merits secured by entrepreneur according to 6 criteria viz organizational set up, Personnel Management, Production Management, Entrepreneurial Success Index, Marketing Management and entrepreneur criterion P. N Misra (1987) examined the role of the specialized financial institutions in generating and developing new entrepreneurship in India. R.P. Kurulkar (1989) suggested that to accelerate the development of rural entrepreneurship, the government should create-facilities like starting of more technical and vocational schools, provision of good infrastructural facilities, and organization of EDPs for the rural youth. R.K Jena and Basantha kumar (1989) in a study on the problems of educated unemployment in Rural India found that entrepreneurship development in rural industries appeared to be the best possible alternative to find employment avenues for them.

**TABLE – 01 NATURE OF ENTERPRICE – WISE CLASSIFICATION OF THE RESPONDENTS**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Manufacturing	45	40
Service/Business	65	60
<b>Total</b>	<b>110</b>	<b>100</b>

Source: Field Data

It could be ascertained from the TABLE-01 that, 40 Percent of the respondents are manufacturing, 60 Percent of the respondents are between are service/business.

Hence it could be found the TABLE – 01 than, 60 percentage of the respondents who belongs to Service/Business is highest.

**TABLE – 02 INDICATE DEGREE OF SUCCESS RATE INDUSTRY /TRADE/SERVICE. – WISE CLASSIFICATION OF THE RESPONDENTS**

PARTICULARS	NO OF RESPONDENTS	PERSENTAGE
Low	25	23
Medium	45	40
High	40	37
<b>Total</b>	<b>110</b>	<b>100</b>

Source: Field Data

It could be ascertained from the TABLE-02 that, 23 Percent of the respondents are low, 40 Percent of the respondents are between are medium, 37 Percent of the respondents are high .

Hence it could be found the TABLE – 02 than, 40 percentage of the respondents who belongs to Medium indicate degree of success in Industry Trade Service is highest.

**TABLE – 03 ATTRIBUTES, IN THE COURSE OF BEING AN ENTREPRENEUR? – WISE CLASSIFICATION OF THE RESPONDENTS**

Particulars/attributes	Very Low	Low	Medium - rate	High	Very High	Respondents	Percentage
Innovation	14					14	13
Risk Taking		10				10	09
Coordinating Of Resource			8			8	07
Value/Wealth Creation				9		9	08
Opportunity Recognition					11	11	10
Focus On Action	13					13	12
Leadership		12				12	11
Anxiety			06			06	05
Creativity				15		15	14
Control					12	12	11
<b>Total</b>						<b>110</b>	<b>100</b>

Source: Field Data

It could be ascertained from the TABLE-03 that, 13 Percent of the respondents are innovation, 09 Percent of the respondents are between risk taking ,07 Percent

respondents are coordinating of resource,08 Percent of the respondents are value/wealth creation, 10 percent of the respondents are between opportunity recognition , 12 percent of the employee cooperation between focus on action , 11 percent of the respondents are leadership , 05 of the respondents are anxiety attributes in the course of being an entrepreneur, 14 percent of the respondents are creativity attributes in the course of being an entrepreneur 11 percent of the respondents are control attributes in the course of being an entrepreneur .

Hence it could be found the TABLE – 03 than, 13 percentage of the respondents who belongs to innovation attributes in the course of being an entrepreneur.

**TABLE – 04 BANK/BORROWED FUNDS ARE AVAILABLE IN TIME – WISE CLASSIFICATION OF THE RESPONDENTS**

FINANCIAL FUNCTION	NO OF RESPONDENTS	PERCENTAGE
Strongly Disagree	13	12
Disagree	24	22
Moderate	25	23
Agree	28	25
Strongly Agree	20	18
<b>Total</b>	<b>110</b>	<b>100</b>

Source: Field Data

It could be ascertained from the TABLE-04 that, 12 percent of the respondents are opted strongly disagree through bank borrowed funds are available in time, 22 percent of the respondents are opted disagree through bank borrowed funds are available in time, 23 percent of the respondents are opted moderate through bank borrowed funds are available in time, 25 percent of the respondents are opted agree through bank borrowed funds are available in time, 18 percent of the respondents accepted to get bank loans are available in time.

Hence it could be found the TABLE –04 than, 25 percentage of the respondents are opted agree through bank borrowed funds are available in time

**TABLE – 05 RAW MATERIALS AVAILABLE FROM THE LOCAL MARKET – WISE CLASSIFICATION OF THE RESPONDENTS**

PURCHASE FUNCTION	NO OF RESPONDENTS	PERCENTAGE
Strongly Disagree	20	19
Disagree	20	19

Moderate	35	31
Agree	25	22
Strongly Agree	10	9
<b>Total</b>	<b>110</b>	<b>100</b>

**Source: Field Data**

It could be ascertained from the TABLE-05 that, 19 Percent of the respondents are strongly disagree of raw materials available from the local market, 19 Percent of the respondents are between are disagree of raw materials available from the local market, 31 Percent of the respondents are moderate of raw materials available from the local market, 22 Percent of the respondents are agree of raw materials available from the local market, 9 Percent of the respondents are strongly agree of raw materials available from the local market.

Hence it could be found the TABLE –05 than, 31 percentage of the respondents who belongs to Moderate of raw materials available from the local market..

**TABLE – 06 THERE IS EASY TRANSPORTATION FACILITIES FOR RAW MATERIALS – WISE CLASSIFICATION OF THE RESPONDENTS**

PURCHASE FUNCTION	NO OF RESPONDENTS	PERCENTAGE
Strongly Disagree	28	25
Disagree	20	19
Moderate	12	10
Agree	30	28
Strongly Agree	20	18
<b>Total</b>	<b>110</b>	<b>100</b>

**Source: Field Data**

It could be ascertained from the TABLE-06 that, 25 Percent of the respondents are strongly disagree there is easy transportation facilities for raw materials, 19 Percent of the respondents are between are disagree there is easy transportation facilities for raw materials, 10 Percent of the respondents are moderate there is easy transportation facilities for raw materials, 28 Percent of the respondents are agree there is easy transportation facilities for raw materials, 18 Percent of the respondents strongly agree there is easy transportation facilities for raw materials.

Hence it could be found the TABLE –06 than, 28 percentage of the respondents who belongs to Agree there is easy transportation facilities for raw materials

**TABLE – 07 PROBLEM FROM TRADE UNION – WISE CLASSIFICATION OF THE RESPONDENTS**

PRODUCTION/TRADING FUNCTION	NO OF RESPONDENTS	PERCENTAGE
Strongly Disagree	15	14
Disagree	15	14
Moderate	30	28
Agree	28	24
Strongly Agree	22	20
<b>Total</b>	<b>110</b>	<b>100</b>

**Source: Field Data**

It could be ascertained from the TABLE-07 that, 14 Percent of the respondents are strongly disagree related problem from trade union, 14 Percent of the respondents are between are disagree related problem from trade union, 24 Percent of the respondents are moderate related problem from trade union, 28 Percent of the respondents are agree related problem from trade union, 20 Percent of the respondents strongly agree related problem from trade union .

Hence it could be found the TABLE –07 than, 28 percentage of the respondents who belongs to Moderate problem from Trade Union.

**III. FINDINGS**

1. it could be found 60 percentage of the respondents who belongs to Service/Business is highest.
2. it could be inferred 40 percentage of the respondents who belongs to Medium indicate degree of success in Industry Trade Service is highest.
3. it could be ascertained, 13 percentage of the respondents who belongs to innovation attributes in the course of being an entrepreneur
4. it could be found 25 percentage of the respondents are opted agree through bank borrowed funds are available in time
5. it could be establish 31 percentage of the respondents who belongs to Moderate of raw materials available from the local market..
6. it could be originate 28 percentage of the respondents who belongs to Agree there is easy transportation facilities for raw materials
7. it could be set up 28 percentage of the respondents who belongs to Moderate problem from Trade Union.



#### IV. SUGGESTIONS

It is thus clear that the marketing function is highly influenced by the elements such as "market linkages", "Direct selling" and "effective advertisement". These are the factors which should give support for the effective marketing function.

Herein, the low-successful respondents have scored first rank for the statement 'I have attended ED Programs' and last rank for the statement 'I am aware of the Government Programs and subsidies'. It again conveys the message as a finding that attending Entrepreneurial Programs is not sufficient for the success in the business and the knowledge of government programs, incentives and subsidies is considered by the low-successful respondents as one of the most important aspects for the success of enterprises.

#### V. CONCLUSION

Entrepreneurs perceive government policies and practices more as blockers than facilitators. Hence the constraints of low-successful entrepreneurs should be attended by the government more positively with solutions to overcome them. The activities of the government should include identification of training needs, designing and organizing training programmes both for development functionaries and entrepreneurs

In this difficult economy, many of us are finding it harder than ever to cope with stress in the workplace. Regardless of occupation, seniority, or salary level, we are spending more and more of our work days feeling frazzled and out of control, instead of alert and relaxed.

While some stress is a normal part of the workplace, excessive stress can interfere with your productivity and reduce your physical and emotional health. From this research the researcher found out that there is stress in the organization, but the stress doesn't over rule them. This is good result for a healthy organization. Since this branch was started shortly, the respondents are not facing more stress. Before stress over rules the employees, it is better to take precautionary making huge change to every aspect of work life or rethinking career ambitions. Rather. Stress management requires focus on the one thing that's always within one's control that is "The Individual employees". Since job and workplace stress increase in times of economic crisis, it is important to learn new and better ways of coping with the pressure. Emotions are contagious, and stress has an impact on the quality of interactions with others. The better an employee is at managing stress, the more he/she will positively affect those around him/her, and the less other people's stress will negatively affect employees. Thus there are a variety of steps which any organization can resort to, to reduce both overall stress levels and the stress which employees face on the job and in the workplace

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