Entrepreneurs in Coimbatore District are courageous “opportunity entrepreneurs” with migrant character, technical education and the advantage of intra-family support. They have relatively more Entrepreneurial Attitude orientation. They have self-sustained effort for the success of entrepreneurship. They can prove their mettle without the government support.

Entrepreneurs in Madurai District are ‘necessity entrepreneurs’. Middle class income is the source of entrepreneurship. They expressed the view that psychological boost up was what they require badly. As they have trading background, they are relatively mercenaries rather than missionaries. They need government support to induce the emergence the new entrepreneurs.

The slow and sluggish industrialization in Madurai district is attributed to lack of initiative to become entrepreneur. The mushrooming of industries and infrastructural facilities in Coimbatore district is only due to the entrepreneurs’ self-sustained efforts. This coincides with the notion of integrated theory of entrepreneurship that emphasises the outweighing of personality traits over the external forces for the success of entrepreneuring.

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