CHAPTER – III

CONCEPTS AND REVIEWS

This study has used the following concepts and definitions, which are collected from different government reports, published books, articles, reports and websites:

**Entrepreneur:**

Entrepreneurs are people who create and develop enterprises. In the words of Walker, a true entrepreneur is one who is endowed with more than average capacities in the task of organizing and coordinating various factors of production.

**Women Entrepreneur:**

According to the Government of India, a woman entrepreneur is defined as ‘a woman who owns an enterprise and controls it with a minimum financial interest of 51 per cent of the capital giving at least 51 per cent of the employment generated in the enterprise to women.

**First Generation Entrepreneur:**

First Generation entrepreneur or a new entrepreneur is one who does not have any of his ancestors in the field of entrepreneurship (industry and trade activities) and he is the first to venture into the field. Normally the first generation entrepreneurs are from a traditional agricultural background with little exposure to industry or trade.

**Social Entrepreneur:**

Social entrepreneurs act within a market aiming to create social values through the improvement of goods and services offered to the community. Their main aim is to offer better services for improving the community as a whole. They are predominately run as nonprofit schemes. To support this point Zahra et.al, have said “social entrepreneurs make significant and diverse contributions to their communities and societies, adopting business models to offer creative solutions to complex and persistent social problems”.

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Ontrepreneur / Netpreneur:

The internet has changed the concept of everything including the business. It has reduced the task of entering into a business. With a meager investment, any person can set up a website and look for potential customers in the line of business that he offers. An individual who launches a new business or an innovation through the internet has been called by Adam Bryant “Ontrepreneur” or “On-line entrepreneur”, and “Netpreneur”.

Intrapreneur:

Since they emerge within the frontiers of an existing enterprise, they are called intrapreneurs. “In” refers to “within” a big organization. Top executives with entrepreneurial talents are encouraged to generate new ideas and then convert them into products through research and development carried out within the organization itself.

Enterprise:

An enterprise is a business organization that is formed to provide goods and services, creates jobs, contributes to national income, exports and is concerned with overall economic development.

According to Fifth Economic Census, an institutional unit in its capacity as a producer of goods and services is known as an enterprise. An enterprise is an economic transact with autonomy in respect of financial and investment decision making, as well as authority and responsibility for allocating resources for production of goods and services. It may be engaged in one or more economic activities at one or more locations. An enterprise may also be a sole legal unit.

Self Employed:

NSSO defines a self employed person as one who has worked in household enterprises as own account worker who works in household enterprises as an employer or in household enterprises as a helper. The essential feature of the self employed is that he has autonomy (decide how, where and when to produce) and economic independence (in respect of choice of market, scale of operation and finance) for carrying out their operation.
Moreover, Indian National Sample Survey 50th round regarded as self-employed those individuals who “operate their own farm or non-farm enterprises or are engaged independently in a profession or trade on own-account or with one or a few partners”.

**Manufacturing Enterprises:**

- **Micro Enterprises:** An enterprise, where the investment in plant and machinery does not exceed twenty five lakh rupees.

- **Small Enterprises:** An enterprise, where the investment in plant and machinery is more than twenty five lakh rupees but does not exceed five crore rupees.

- **Medium Enterprises:** An enterprise, where the investment in plant and machinery is more than five crore rupees but does not exceed ten crore rupees.

**Service Enterprises:**

- **Micro Enterprises:** An enterprise, where the investment in equipment does not exceed ten lakh rupees.

- **Small Enterprises:** An enterprise, where the investment in equipment is more than ten lakh rupees but does not exceed two crore rupees.

- **Medium Enterprises:** An enterprise, where the investment in equipment is more than two crore rupees but does not exceed five crore rupees.

**Organized Sector:**

According to the National Sample Survey (NSS) 55th round report, the “organized” sector comprised enterprises for which information was available regularly from budget documents and reports and/or those whose activities are regulated under some act.
Unorganized Sector:

The “unorganized” sector refers to those enterprises whose activities or collection of data is not regulated under any legal provision and/or those, which do not maintain any regular accounts.

Partnership:

Partnership is the association of two or more persons who co-own a business for profit. A general partnership can come into existence without the need to file any formal papers with any state official.

Moreover, Partnership is a form of business in which two or more people operate for the common goal which is often making profit. In most forms of partnerships, each partner has personal liability of the debts incurred by the business.

Establishment:

An establishment is defined as an enterprise or part of an enterprise that is situated in a single location in which one or predominantly one kind of economic activity is carried out. It is an economic unit under a single legal entity.

Tiny Enterprise:

Tiny Enterprise is that business enterprise in which total investment in plant and machinery does not exceed 2.5 million rupees.

Ancillary Industrial Undertakings:

An Ancillary Industrial Undertaking is that business enterprise which is engaged in manufacturing and supplying of parts, components and intermediaries or is engaged in providing services to the amount not less than 50% of its total production or services and the total investment in fixed assets, in plant and machinery, whether held on ownership basis or on lease or on hire purchase and does not exceed 10 million rupees.
Sole proprietorship:

Sole proprietorship is also known as a sole trader or simply proprietorship is a type of business entity which is owned and run by one individual and where there is no legal distinction between the owner and the business. All profits and all losses accrue to the owner (subject to taxation). All assets of the business are owned by the proprietor and all debts of the business are his debts and he must pay them from his personal resources. This means that the owner has unlimited liability. It is a "sole" proprietorship in the sense that the owner has no partners (partnership).

In other words, a sole proprietorship is a business owned by one person. The owner may operate on his or her own or may employ others. The owner of the business has personal liability of the debts incurred by the business.

Input:

It comprises gross value of fuels, materials etc. consumed and also other inputs viz., (a) cost of non-industrial services received from others (b) cost of materials consumed for repairs and maintenance of factory’s fixed assets including cost of work done by others to the factory’s fixed assets (c) cost of office supplies and products reported for sale during the previous year and used for further manufacturing during the accounting year and (e) purchase value of goods sold in the same condition.

Pull Factors:

It implies the factors which encourage men/women to start an occupation with an urge to do something independently.

Push Factors:

It refers to those factors which compel men/women to take up their own business to tide over their economic difficulties and responsibilities.
Cluster:

A cluster is defined as a group of enterprises, ideally having 100 members, providing same / similar products / services. Cluster development aims at enhancing the competitiveness, technology improvement, adoption of best manufacturing practices, marketing of products and employment generation.

Motivation:

The term ‘motivation’ originally comes from the Latin word “movere” means to move. Motivation is an inner state that energizes actives and directs behavior towards goals. Motivated entrepreneur can give unexpected success. So it becomes necessary to understand the meaning of motivation.

According to Encyclopedia of Management, motivation refers to the degree of readiness of an organization to pursue some designated goals and implies the determination of the nature and locus of the forces including the degree of readiness.

Co-preneur:

An entrepreneur is an individual person who sets up his or her own business or industrial undertaking with a view to making profit. But, when a married couple shares ownership, commitment and responsibility for a business, they are called “Co-preneurs”.

Venture Capital:

Venture Capital is defined as ‘an equity by which an investor supports an entrepreneur with finance and business skills to exploit market opportunities, and thus obtains long term market gains’.

Innovation:

Innovation is a process of introducing new product or production process implementing it in production function.

According to Webster Dictionary the term innovation may refer to both radical and incremental changes to products, processes or services. The often unspoken goal of innovation is to solve a problem. Innovation is an important topic in the study of
economics, business, technology, sociology, and engineering. Since innovation is also considered a major driver of the economy, the factors that lead to innovation are also considered to be critical to policy makers.

In the words of Peter Drucker, Innovation is defined “as change that creates a new dimension of performance”.

**Enterprise Location:**

When per unit production and distribution cost of the products or services is minimal it is called an ideal location of an enterprise. According to F.G. Mure, “it is called ideal enterprise location where the expense of every type of work activities is minimal”.

**Fixed Capital:**

Fixed capital does not mean fixed in location. Capital like plant, tractors, and factories are called fixed because money spent upon these durable goods, remains fixed or unrealized for a long period in contrast with the money spent on purchasing raw materials which is recovered as soon as goods made with them are sold.

**Working Capital:**

Working Capital, on the other hand, is the single-use producers’ goods like raw materials, fertilizers, goods in process and fuel. They are used up in a single act of production. Moreover, money spent on them is fully recovered when goods made with them are sold in the market.

**Labour:**

Human efforts put in mentally or physically with the aim of earning income are known as labour. Thus, labour is a physical or mental effort of a human being in the process of production. The compensation given to labourers in return for their productive work is called wages (or compensation of employees).
Employees:

Employees include all workers and persons receiving wages and holding supervisory or managerial positions engaged in administrative store keeping, welfare activities and sales and also those engaged in purchase of raw materials etc.

Wages:

Wages include all remunerations capable of being expressed in monetary terms and also payable more or less regularly in each pay period to workers as compensation for work done during the accounting year. It includes (a) direct wages and salaries (b) remuneration for period not worked (i.e. basic wages, salaries and allowances payable for leave period, paid holiday, lay off payment and compensation for unemployment if not paid from source other than employers) (c) bonus and ex-gratia payment paid both at regular and less frequent intervals etc.

Production:

Production is best defined as the creation or addition of value or of wealth it may consist not only of goods but also of the services such as of doctors, teachers, etc. Production, in short, does not mean creation of all utilities, but only such utilities as have value-in-exchange.

Capital Formation:

Capital formation means increasing the stock of real capital in a country. In other words, capital formation involves making of more capital goods such as machines, tools, factories, transport equipment, materials, electricity, etc., which are all used for future production of goods. For making additions to the stock of Capital, saving and investment are essential.

Marketing:

Marketing is the process by which, products and services are introduced to the market place. In other words marketing means, the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P’s of marketing: i) identification, selection and development of a product, ii) determination of its price, iii) selection of a
distribution channel to reach the customer’s place, and iv) development and implementation of a promotional strategy.

**Infrastructure:**

Infrastructure is the basic physical system of a country’s or community’s population, roads, utilities, water, sewage etc. that are considered essential for enabling productivity in the economy. Developing infrastructure often requires large initial investment, but the economies of scale tend to be significant.

**Financial Institution:**

An institution that collects funds from the public and places them as financial assets, such as deposits, loans and bonds, rather than tangible property is called a financial institution.

**Investment:**

In general terms, investment means the use money in the hope of making more money. In finance, the term investment means the purchase of a financial product or other items of value with an expectation of favorable future returns. In business, the term investment means, the purchase by a producer of a physical good, such as durable equipment or inventory, in the hope of improving future business.

**Expenditure:**

Expenditure is something expended to obtain a benefit or desired result. In other word the act of spending money on goods or services. Furthermore, the definition of expenditure is the act of spending money or time and it is something on which you spend money.

**Profit:**

Profit is the positive gain from an investment or business operation after subtracting for all expenses. It is the opposite of loss. In economics, the income or reward accruing to a successful entrepreneur and held to be the motivating factor of all economic activity in a capitalist economy is called profit.
In other words, financial gain from a transaction or from a period of investment or business activity is usually calculated as income in excess of costs or as the final value of an asset in excess of its initial value.

**Income:**

Income is the amount of money or its equivalent received during a period of time in exchange for labor or services, from the sale of goods or property, or as profit from financial investments. In Economics, the amount of monetary or other returns, either earned or unearned, accruing over a given period of time is known as income.

**Consumer:**

Consumer is an individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements.

**Raw Material:**

An unprocessed natural product used in manufacture is called raw material. In other words, it is material on which a particular manufacturing process is carried out.
Social scientists world over have preserved a sizable amount of empirical studies to scrutinize the growth and development factors and the problems of the entrepreneurs. More or less an equal amount of studies have been undertaken at the national level. Most of these studies were conducted using primary data at regional and national levels. The outcome of these studies may give a lucid direction to execute a research work. Hence, in this chapter, an attempt is made to review important studies on different aspects of entrepreneurship at national and international level.

**Studies at International Level:**

In the Stanford Journal of East Asian Affairs, Kenji Kushida (2001) has published his research entitled “Japanese Entrepreneurship: Changing Incentives in the Context of Developing a New Economic Model” to assess the entrepreneurship development in Japan. In this work he has mentioned that “social factors, legal factors, and entrenched business practices from Japan’s high growth era act as impediments to the development of a Silicon Valley style economic model based on entrepreneurship”. Further he has pointed out that the incentives offered to the potential entrepreneurs in the nation are not conducive to maximize the talent of entrepreneurs.

An assessment on the performance of Canadian entrepreneurs was made by the Small Business and Tourism Branch Industry of Canada (2010). In this research document it is highlighted that entrepreneurs have made essential impacts on the history of Canada, and today more and more Canadians are trying to become entrepreneurs. But uncertainty in markets, unproven technology, and uneven organizational processes are the problems of young entrepreneurs in the economy of Canada.

John McMillan and Christopher Woodruff’s, (2002), in their research entitled “The Central Role of Entrepreneurs in Transition Economies” have discussed the entrepreneurial patterns in the transition economies particularly, Russia, China,
Poland and Vietnam. It reveals that the task of economic transition is not just a matter of government officials enacting certain policies or setting certain rules of operation for the new economy. Entrepreneurs acted as reformers. Indeed, much of the task of devising the new ways of doing business in transition economies has been taken by entrepreneurs. By creating jobs, supplying consumer goods, constraining the market power of the state firm and building reform momentum, they have produced real welfare gains.

Simon C. Parker, (2012), has done research work on entrepreneurship: “Is Entrepreneurship a Leading or Lagging Indicator of the Business Cycle? Evidence from UK Self - Employment Data”. In order to execute this study the author used the time series UK data set on aggregate output, unemployment and self-employment rates. This study reached the conclusion that the evidence of significant bi-directional causality that is, entrepreneurship both causes and is caused by business cycles. Further it is found that the covariance of entrepreneurship is positive with respect to output and negative with respect to unemployment.

Maria Fay Rola-Rubzen, (2011), in his research on “The Anatomy of the Australian Entrepreneur: Understanding Micro, Small and Medium Business Entrepreneurs in Australia” has found that the main reasons for starting a business were to create employment for themselves and/or family members. In this locality, agriculture, forestry and fishery, arts and recreation (including tourism) and cafes and restaurants are the most popular business activities. Among the surveyed sample respondents most of the respondents have attained Vocational Education and Training qualifications. Finally the entrepreneurs opined that simplifying tax reporting, creating business hubs, access to long, fair trading for indigenous business and building skills with business and management training will support the growth and sustain their business.

Zueli Huang and Alan Brown, (1999), conducted a research on “An Analysis and Classification of Problems in Small Business”, to identify the problems faced by small businesses. Totally 973 small firms were surveyed for documenting the problems faced by sample entrepreneurs in Australia. The result of the study shows
that most frequently problem occurs in areas like marketing, human resource management, and general management.

There are 290 small business owner-managers in Western Australia surveyed by Walker and Alan Brown, (2004). In their paper on “What Success Factors are Important to Small Business Owners?” the sample respondents reported that the personal satisfaction and achievement, pride in the job and a flexible lifestyle are generally valued higher than wealth creation.

David B. Audretsch and Max Keilbach, (2012), in their paper on “Entrepreneurship Capital and Economic Performance” have computed the influence of entrepreneurship capital on economic output. The production function model estimated using Germany’s data revealed that entrepreneurship capital is a significant and important factor shaping output and productivity.

Georg von Graevenitz and et.al., (2010), for their research on “The Effects of Entrepreneurship Education”, collected primary data from 357 students, who are from the Department of Business Administration, Ludwig Maximilians University, Munich, Germany. The empirical analysis supports the hypothesis that students receive informative signals and learn about their entrepreneurial aptitude. It has found out that students update their beliefs about their entrepreneurial aptitude. Finally this study has concluded that the entrepreneurship education is playing a significant role in creating new entrepreneurs.

In order to understand the past experience and offer future direction, Jeremy K. Hall and et.al., (2010), conducted a study on “Sustainable Development and Entrepreneurship: Past contributions and Future Directions”. To pursue this research data were collected from students and alumni from science, engineering and business programs at three European Universities. The result of this study reveals that the engineering students with a stronger sustainability orientation are more likely to plan to be self-employed, but this association becomes insignificant when the engineering student sample is compared to the business student sample and an alumni sample.
The regional dimensions of entrepreneurship development were examined by Andres Barreneche Garcia, (2012), in major cities in Europe for his research on “Analyzing the Determinants of Entrepreneurship in European Cities”. In this research work he found that the rate of entrepreneurship is very high in the Eastern European cities followed by Western and Northern Europe, and finally by Southern European cities over the study period.

Slawomir Kurek and Tomasz Rachwa, (2011), in their study on “Development of Entrepreneurship in Ageing Populations of the European Union” discussed the relation between the level and dynamics of ageing population and the development of entrepreneurship. This study concluded that to increase self employment and the development of SMEs the role of aging population is significant. Further the economic activity of elderly population also affects the development of entrepreneurship. Hence there is a need to improve the policy of EU regarding entrepreneurship.

Marta Bruno, (2012), in his paper on “Women and the Culture of Entrepreneurship in Russia”, pointed out that one of the most visible results of the new economic conditions in Russia is that majority of women have been pushed into entrepreneurship. In most cases the motivation to engage in some sort of business activity stems from need rather than from choice. Furthermore, it underlined that most of the women entrepreneurs are predominantly engaged in the light industrial sectors such as arts and crafts, textiles, food and services.

Using Global Entrepreneurship Monitor data, Ruta Aidis, (2008), conducted his study on “Institutions and Entrepreneurship Development in Russia: A Comparative Perspective”. The results confirm that levels of entrepreneurial activity are low in all the former socialist economies in comparison with those in countries covered in the GEM survey and especially in Russia. It also identified some positive benefits from networking in the Russian context and it contributes to the relative advantage of entrepreneurial insiders in terms of new business.
Using data from 20,000 observations in old EU member States, Norway, Iceland, Liechtenstein, and the United States, Isabel Grilo and Roy Thurik (2008) examined the determinants of entrepreneurship from their research on “Determinants of Entrepreneurial Engagement Levels in Europe and the US”. From this research work, they reached the conclusion that “the perception of lack of financial support has no discriminative effect across the various levels of entrepreneurial engagement while perception of administrative complexities plays a negative role only for high levels of engagement”.

Cosmin Mihai Nacu and et.al., (2014), pursued a research on “Environmental Factors Influencing Technological Entrepreneurship: Research Framework and Results”. Totally, 102 college students from different domains (such as telecommunication, electronic and electrical engineering, leather) were surveyed in Germany. It shows that the main factors influencing the success of business ideas are the personal and professional characteristics of an entrepreneur, the environment inside and outside the business and also the resources necessary for the implementation of these business ideas. It mentioned that the personal and professional characteristics of an entrepreneur include vision, creativity, industry knowledge, perseverance and determination, personality and persuasion, positive thinking, passion for your own business, trust in people and attitude playing a significant role. The study highlights the factors which influence the environment inside and outside the business which comprises natural, geographical, demographic, legal, economic and political environments.

Josee Audet and Paul Couteret, (2012), in "Coaching the Entrepreneur: Features and Success Factors", examined the effectiveness of coaching as a support measure for young entrepreneurs. This study reported that coaching encourages entrepreneurs to put their own strategic vision into action. Moreover, it found that there is a significant relation between coaching and the chance of success in France.
Echezona Chinekwu Eriobunah and Monday Efosa Nosakhare, (2012), have compared the entrepreneurs of Sweden with entrepreneurs in Nigeria. It was observed in this study that there were considerable differences between the problems faced by these two groups of entrepreneurs. In Sweden, entrepreneurs were not able to make huge profits due to the high tax rate, but in Nigeria, access to finance, political instability, technological set back, marketing problems, and infrastructural issues were major problems.

Constantin Sasu and Luciana Sasu, (2015), in their study on “Demographic Determinant of the Entrepreneurship Intentions: The Case of Romania” found men to have higher entrepreneurial intention for making money more than women. Also the family background significantly influences the people’s intentions or the main reason to start their own business.

Linda yueh, (2009), conducted a study on “China’s Entrepreneurs”. This paper has examined the performance of entrepreneurship in urban China using rich data from a national household survey and finds that there are notable differences between those who seek self-employment and those who do not. The study underlined that self-belief is a necessary skill and is the main reason for entering into self employment.

The problems faced by China’s and India’s SMEs were documented by Rajesh K. Singh and et.al., (2010), in their work on "The Competitiveness of SMEs in a Globalized Economy: Observations from China and India". There were 241 SMEs respondents surveyed and simple statistical tools like t-test and correlation were used. The results of this study reveal that constraints on Chinese SMEs are the low level of technology, lack of skilled workers, the low level of management expertise, lack of access to international markets, unsupportive legislations, ineffective incentive policies and lack of financing. But the pressure on Indian SMEs are to reduce costs, improve product quality, and deliver goods and services on time. Hence, it is suggested that the governments of India and China should continue to provide and develop further efficient administrative and legal institutions, quality infrastructure and reduce bureaucratic hurdles at every stage.
A primary survey was conducted using random sampling method to collect data from 196 sample entrepreneurs from Beijing, Shanghai, and Guangzhou. This study entitled "Chinese Entrepreneurs: Motivations, Success Factors, Problems, and Business-related Stress", was conducted by Hung M. Chu and et.al., (2011). The ordered-logit models were employed to investigate the impact and importance of motivational variables and factors contributing to the success of entrepreneurs. It is observed that Chinese entrepreneurs regarded reputation for honesty as the crucial factor contributing to their success. They also perceived good customer service, good general management skills, charisma, friendliness to customers, and an access to capital as the leading factors to a higher level of their business achievement. At the same time, most of Chinese entrepreneurs reported that their most important problems were undependable employees, competition, lack of management training, lack of marketing knowledge, and inability to maintain accounting records. Finally they concluded that the relationship between business success and stress is significant. However, there is no significant relationship between family support and stress found in the study. Furthermore, Chinese male and female entrepreneurs do not significantly differ in terms of the motivation to start a business.

A comprehensive study using data from 43 countries was conducted by Sebastian Aparicio and et.al., (2015). This study entitled “Institutional Factors, Opportunity Entrepreneurship and Economic Growth: Panel Data Evidence”, the authors revealed that variables such as control of corruption, confidence in one's skills and private coverage to obtain credit promote positive effect on economic growth in the sample countries, mainly in Latin American countries since they are homogeneous. The results revealed that informal institutions have a higher impact on opportunity entrepreneurship than formal institutions. Further, there is a positive relationship between institutional factors and opportunity for entrepreneurship. Hence, it is suggested that policy makers should redefine the strategies to encourage this type of entrepreneurship in each country.

Yaye Sakho, Trine Lunde and Maria Arribas-Banos, (2009), in their book titled “Gender in Bolivian Production: Reducing Differences in Formality and Productivity of Firms” have pointed out that Bolivia’s informal economic sector is the
largest in **Latin America**, and women-owned businesses tend to be over-represented in the informal sector. Using data from firm surveys, national household surveys, and qualitative data from focus groups, this study suggested that policies should focus on increasing the productivity and scale of women-owned businesses. Further they highlighted two general priorities: promoting women’s access to productive assets to facilitate growth and productivity and providing an enabling environment for women’s entrepreneurship by expanding women’s choices and capacity to respond to market opportunities.

Gladys Lopez-Acevedo and Hong W. Tan, (2011), mentioned in their book “Impact Evaluation of Small and Medium Enterprise Programs in **Latin America and the Caribbean**” that the Small and medium enterprise (SME) support programs are a common feature of industrial policy in developing countries, but its effectiveness is not well known. Governments are motivated to support SMEs, because they contribute substantially to GDP, and generate employment and earnings. The paucity of empirical evidence from rigorous impact evaluations also presents problems for multi-lateral and bilateral donors in deciding whether or not to provide lending or aid for such policy interventions to promote SME development. This study systematically evaluated SME programs in four Latin American countries and found that countries like Mexico, Chile, Colombia and Peru cover a wide range of enterprise support programs, including training, innovation and technology upgrading, quality control, market development, export promotion and network formation.

Assefa Admassie et.al, (2002), conducted a study on “Technical Efficiency of Small-and Medium-Scale Enterprises: Evidence from a Survey of Enterprises in **Tanzania**”. There were 148 sample respondents from food processing, textile, and tourism firms located in different parts of Tanzania. The technical efficiency levels of SMEs in Tanzania were examined. It indicated that the age of the firm, together with its size, could be a proxy for human capital and location advantages. Furthermore, the results of the study indicated that technical inefficiencies of Tanzanian SMEs are significantly related to age, size, and to human capital development.
A comprehensive research on their topic “Business failure factors in Iranian SMEs: Do Successful and Unsuccessful Entrepreneurs have Different Viewpoints?” was conducted by Zahra Arasti and et.al., (2014). The data collected from 120 sample respondents show that lack of institutional support is one of the most important barriers to the SMEs survival and development in the study area. Moreover, the findings of the study show that there is a significant difference between successful and unsuccessful entrepreneurs’ viewpoints and further it reveals that the unsuccessful entrepreneurs didn’t feel enough motivation to continue and this was an important factor which caused business failure.

The contributions made by SMEs and entrepreneurial individuals to innovation, provision of employment opportunities and diversifying the economy are discussed by Hesham A. E. Magd and Mark P. McCoy, (2014), in their study entitled “Entrepreneurship in Oman: Paving the Way for Sustainable Future”. The study identified the motivating factors for entrepreneurship as economic factors, independence, approval and recognition and also it discussed the barriers facing potential entrepreneurs. They are access to finance, new firm and reputation and non-availability of skilled labour force. From this study it is suggested that educational institutions need to play a key role in the provision of a sustainable supply of graduates with the relevant knowledge and skills to be employed at SMEs in Oman.

Shelina Akhter, (2005), identified the common problems of women entrepreneurs in her study entitled “Women Entrepreneurship in Urban Bangladesh: A Study”. They are lack of raw materials, capital, marketing facilities, training, easy term loans and simple banking policies which obstruct the growth of women entrepreneurship.

In order to determine the factors influencing the entrepreneurship development in the SMEs of Malaysia Wei-Loon Koe and et.al, (2015), used stratified random sampling method to collect data from 404 sample respondents in their study on “Factors Influencing Propensity to Sustainable Entrepreneurship of SMEs in Malaysia”. It showed that practically an individual’s attitude and perceptions were important in influencing a person’s level of propensity to sustainable entrepreneurship. One suggestion offered is in order to develop more sustainable
entrepreneurs in the country, education institutions and governmental agencies should provide more positive information about sustainable entrepreneurship, and it is also important to equip the people with sufficient knowledge and capability about sustainable entrepreneurship.

The performance of the informal sector and its contribution to the Tanzanian economy was assessed by Lema Nicodemas Christopher, (2013), in her study on “Assessment on the Informal Sector and its Impact to the Economy in Tanzania: The Case of Arusha Municipality”. The study attempted to find out the level of contribution of the informal sector to the economy by looking at a number of factors like entrepreneurial skills, capital, production technique, and legal status. Analyzing the qualitative data this study identified a number of factors that affect contribution of informal sector to the economy. They included lack of permanent centers for doing business, lack of entrepreneurial skills, absence of market, market pressure resulting in low commodity prices, high taxes and unstable weather conditions. It also went further to suggest the possible recommendations/policies to the government and policy makers in order to improve the current situation. It included provision of entrepreneurship training, establishment of permanent business places, formation of small groups for easy accessibility to loans and education pertaining to formalities in obtaining those loans from financial institutions.

To determine the relationship between regional growth and entrepreneurship and to identify the role of entrepreneurship in economic growth, Maribel. N, (2010), conducted a research on “Examining the Role of Entrepreneurship in Economic Development in Appalachia”. She used data collected from 410 sample respondents in Appalachia. The sophisticated econometric models like regression, ordinary least square estimation and simultaneous equation model were used. The result of this study revealed that the increase in the number of self-employed and increase in per capita income are related

Meghana Ayyagari and et.al., (2011), have published their research work in “Small Vs. Young Firms Across the World: Contribution to Employment, Job Creation, and Growth”. Using a unique cross-country database they found that small
firms (in particular, firms with less than 100 employees) and mature firms (in particular, firms older than 10 years) have the largest shares of total employment and job creation. However, large firms have higher productivity growth than others.

Tulus Thambunan, (2009), found in his study on “Women Entrepreneurship in Asian Developing Counties: Their Development and Main Constraints” that people in this study area became entrepreneurs because of push factors such as poverty, unemployment, and the need to have more cash income to support the family. Further this study identified problems faced by women entrepreneurs in Nepal as low access to credit and marketing networks, lack of access to modern technology, severe competition from organized units both in the domestic and the international markets, low level of self confidence, and social and cultural barriers.

In order to identify the determinants of the capital structure of small and medium-sized enterprises (SMEs) in Vietnam, Nguyen and Tran Dinh Khoi et.al, (2006), conducted a research. Using the stratified random sampling method 176 state-owned and 382 private SMEs were considered. These SMEs were registered under the Law of Enterprises in Vietnam. The finding of the study revealed that the capital structure of SMEs in Vietnam is positively related to growth, business risk, firm size, networking, and relationships with banks, but negatively related to tangibility. It focused on the determinants of capital structure which not only depended on a firm’s characteristics, but also were related to management behavior towards external finance. Furthermore it suggested that the building up a relationship with banks is mandatory to get timely support.

With a view to analyzing development and contribution of entrepreneurship to the economic development during the last ten years, Urve Venesaar and Piret Loomets, (2006), conducted a research entitled “The Role of Entrepreneurship in Economic Development and Implications for SME Policy in Estonia”. This study mentioned that the development of entrepreneurship supported the economic development in Estonia through growth in employment generation. Finally, it concluded that though considerable progress has been made in institutionalization of entrepreneurship policy, there is a need to offer more active services which can better
consider the needs of newly established firms and entrepreneurs in regions with the aim to strengthen the role of entrepreneurship in economic development in Estonia.

A research was conducted at Medani in Sudan by Vinod Anand and Tahir Mohammed Nur, (1985), to understand educational qualification of the sample respondents in small scale industries. This study concluded that there were 84 per cent of the respondents who attained formal education and the remaining entrepreneurs had no formal education during the study period.

Bernard Acquah Obeng and et.al., (2012), in their study on “Strategic Entrepreneurship and Small Firm Growth in Ghana”, found out that the small firm growth models and the determinants of small firm growth in Ghana. Totally, 441 sample entrepreneurs were surveyed. The ordinary least square regression models offered the result that several positive relationships are there between firm growth and the characteristics of the entrepreneur, firm resources and firm strategy.

Bosire Joseph et.al, (2003), in their study on “Measuring Business Skills Cognition: The Case of Informal Sector Entrepreneurs in Kenya” have pointed out the respondents’ weaknesses in various attributes of business knowledge and skills. The specific weak areas of 208 sample respondents over nine trading centers in both urban and rural Kenya are lack of initiatives to access credit, business expansion and growth, inventory management, maintenance of accurate financial records, innovativeness and diversity in business, business survey, knowledge and use of insurance in businesses and preparation of business.

Daphne Halkias et.al, (2011), studied the “Challenges Facing Women Entrepreneurs in Nigeria”. The study seeks to examine the business and social profiles of 67 women entrepreneurs in three regions of Nigeria in order to identify patterns of entrepreneurship and socio-economic challenges facing women business owners in Nigeria. It identified the financial and environmental issue as the primary barrier to entry. Moreover, nearly 10 percent of entrepreneurs mentioned that personal issues are an obstacle to becoming entrepreneurs. The analysis of the study revealed that future research initiatives need to explore the gender dimension and the influence
of the educational level of the role models that influence and drive entrepreneurship. It concluded that female entrepreneurs can play a vital role in creating capital and job opportunities enhancing the importance of their role in business activities along with raising children and taking care of their families.

Using the stratified random sampling method, Yadollah Rajaei and et.al., (2011), collected data from 165 sample respondents to understand the factors affecting the development of entrepreneurship in Nigeria in their study entitled “Assessing effective factors in development of entrepreneurship in agricultural cooperatives of Zanjan province”. The results of the study showed that the most important factors in strengthening entrepreneurship in agricultural cooperatives are: Providing financial support and tax breaks, reforming the banking laws and making regulations to adjust with the entrepreneurs’ conditions and preparing the document of national entrepreneurship development.

Alfredo Jimenez and et.al., (2015), published a research article on “The Impact of Educational Levels on Formal and Informal Entrepreneurship”. This study contributes to a better understanding of the impact of different levels of education on the rate of formal and informal firm creation in different countries. The results of the study show that tertiary education increases formal entrepreneurship as a consequence of higher self-confidence, lower perceived risk and enhanced human capital. In addition, it shows that the impact of secondary education on formal entrepreneurship is positive as well, although in this case the effect on informal entrepreneurship is not significant. This study suggested that the appropriate training programmes are mandatory, at both the secondary and tertiary levels in order to improve the rates of national entrepreneurship.

The importance of training programme in the development of rural entrepreneurship has been highlighted by Ahamd Umarkhan and Ashfaque Ahmed Pinitode, (2012), in their study on “Analysis of the Opportunities for Rural Entrepreneurship and Challenges in the Light of Global Competition” In this study they suggested that an Entrepreneurship Business Development Cell needs to be established at all village level and Entrepreneurship Guidance and Counseling cell
also must function to motivate the use of technology in each and every sphere of Business Management. Finally they concluded that the rural entrepreneurship cannot be developed without significant training, and there is a need to create a devoted team to take up rural entrepreneurship training as per the integrated rural development program.

Studies in India:

Jayant Kumar and Hitesh Bhatia, (2010), in their paper on “Employment to Entrepreneurship: Participation of Women in Indian Labour Force” says that most of the nations in this world deregulated and liberalized markets where entrepreneurship can be viewed as the most important element to boost up productivity and economic development. The conclusion of the study is that female entrepreneurship will play a pivotal role in the restructuring of the economic system. The specific traits of women such as their communicative skills, networking ability, endurance and perseverance as well as willingness to accept market challenges can be helpful in encouraging female entrepreneurship.

Shaikh Aftab Anwar, (2004), in his article on “Evolution of Entrepreneurship Development Programmes” revealed that entrepreneurs create wealth, generates employment and income, and increase the standard of living of the people. Hence, the development of an entrepreneurial class is very important for the economic development of a country. In addition, the author pointed out that the sociological and environmental factors, job opportunities, mobility, support from parents, economic development and government policies help to create an entrepreneurial class to a great extent.

Nandan. H, (2007), in his book on “Fundamentals of Entrepreneurship” has pointed out that entrepreneurship contributes immensely to the economic growth and thereby plays a vital role in the development process. Through which a society moves gradually from underdevelopment to the phase of development. Market opportunities widen, and individuals acquire more finance, purchasing power, skills, and abilities will increase. The outcome of the study revealed that the social and economic environment tends to become more conducive to the growth and expansion of entrepreneurship.
Wim Naude, (2010), illustrated in his study on “Entrepreneurship, Developing Countries and Development Economies: New Approaches and Insights” that entrepreneurship does make a fundamental contribution to development by fostering structural change and growth, acting as a vehicle for people to escape from poverty and inequality. In addition entrepreneurship is important for economic development because many of the binding constraints are channeled through entrepreneurship. Finally the author suggested that matching of entrepreneurial talent with productive technologies and opportunities for growth will drive economic development.

Rajendra Prasad T, (2004), in his study on “Corporate Policy and Small Enterprises in Karnataka” has concluded that small enterprises occupy a crucial position in the Indian economy which not only contribute to GDP, income, exports and employment but they also imply self or group initiative, self employment and small livelihood and small business.

Rose Rani Mahanta, (2007), studied the “Need and Progress of Rural Entrepreneurship in India”. In this study she shows that entrepreneurship is a purposeful activity indulged in for initiating, promoting and maintaining economic activities for production and distribution of wealth. In this perspective, entrepreneurship is an opportunity for coordination that exists to make most favorable use of resources and the market for maximizing the economic gains. The Conclusion of the paper reveals that rural entrepreneurship development should be viewed in a wider perspective involving the government, entrepreneurs and financial institutions. Moreover development cannot take place without the active cooperation and coordination among these three segments.

Sameeksha Desai, (2009), in his research paper on “Measuring Entrepreneurship Development in Developing Countries” explained that entrepreneurship is a local and regional level activity, and a new firm can immediately begin to create benefits for their host locations. Further, he mentioned that entrepreneurship is often credited with many changes in developing countries, and particularly it is associated with job creation, wealth creation, innovation and its related welfare effects. A strong small business sector and entrepreneurship are
generally linked to a strong economy. Further he pointed out that across developed and developing countries, entrepreneurship has become a critical part of economic development strategies.

Santosh Ranganath. N, and Venu Gopal. K, (2011), in their paper on “Rural Entrepreneurship Challenges and Opportunities: An Indian Context” mentioned that entrepreneurship is the practice of starting new organizations. It is mainly focused on accelerating economic development in rural areas. Thus building up the critical mass of first generation entrepreneurs who will take risks and engage in the uncertainties of a new venture creation, creates something from practically nothing and create values by pulling together a unique package of resources, to exploit an opportunity that is mandatory.

Bhagmar. M and Verma B. L, (2006), described that in India, about one third of rural household’s income comes from non-farm sources, much of it from micro and small size firms entrepreneurs. They are essentially the engines of growth for a nation. In their research titled - “Spirit of Entrepreneurship: The Only Way to Success”. They mentioned that there are several factors to determine the success of entrepreneurs, but well-conceived and well-directed training can always produce outstanding entrepreneurs.

Suraj Kumar Debnath, (2003), explained in his research article entitled “Entrepreneurs: The Emerging Potentials for Economic Development” that a country which is rich in entrepreneurship can attain the economic success and ensure economic augmentation. Entrepreneurs play a very important role in generating new employment and setting up of new business. So, they may be treated as the emerging potentials for economic development, especially in less developed or underdeveloped countries. Further, the author mentioned that in the era of globalization, the development of entrepreneurship is the key factor for ushering economic prosperity and well-being of any country.
The comprehensive study on “Economic Development in India: The Role of Individual Enterprise” conducted by Anil K. Lal and Ronald W. Clement, (2005), concluded pointing out that India can generate additional economic growth by fostering entrepreneurial activities within its borders, particularly within its burgeoning middle class. Moreover, they highlighted that in order to accelerate the economic growth India should focus on i) education directed specifically to developing entrepreneurial skills; ii) financing of entrepreneurial efforts; and iii) networking among potential entrepreneurs and their experienced counterparts.

Anbalagan, (2008), highlighted the role of entrepreneurs in removing regional imbalances in developing countries. His study entitled “Role of Entrepreneurs and Institutions in Economic Development” has pointed out that developing countries aim at the decentralization of industrial structure to remove the regional imbalances and they prepare to export more. So, entrepreneurs start the industry in backward areas to remove the imbalances and fulfill the export promotion. Hence, developing countries give a number of incentives and subsidies to start units in backward regions.

Anna Marie K. Perquet, (2006), mentioned in her study on “Entrepreneurship Development” that India is one of the countries in the Asia-Pacific rim with a strong base of entrepreneur organizations led by the youth and women. Moreover she says that entrepreneurship movement in India is well supported by both the private sector and government. Further, she says that entrepreneurship is a solution to the alarming problem of poverty, unemployment and under employment in many developing countries today.

Arumugam. N, (2008), in his article on “Entrepreneurship for Economic Development”, concluded that entrepreneurship is a hidden talent in every human being. If they try to expose and utilize such talent, they become entrepreneurs not only for their self development but also for the nation. Furthermore the author mentioned that entrepreneurs are the economic pioneers initiating changes in the economy. They increase productivity and improve the quality of output through the application of more efficient production technique, better plant layout and efficient marketing policies.
Ajanta. B. Rajkumar and Sanjib Baruah, (2010), conducted a study on “Socio-Economic Profile of Rural Entrepreneurs - A Case Study of Jorhat District in Assam”. This work aimed to identify the influence of socio-economic factors on entrepreneurship. To conduct this research there were 100 rural entrepreneurs selected from the annual report of District Industries and Commerce Centre. This study concluded that the socio economic factors influenced a successful entrepreneur.

Lakshmipathi Raju. M and Jagapathi Rao. G. V, (2008), in their research work on “Study of Entrepreneurial Motivations” which was conducted at West Godavari District of Andhra Pradesh highlighted the results that to earn more income, desire to be independent and the desire of parents were important motivational factors. Moreover, self confidence and financial support are important in facilitating factors to enter the field of entrepreneurship.

A novel research has been conducted by Madan Mohan. G, (2014), on “Factors Inducing Disabled to Choose Entrepreneurship as Career”. His paper has made an attempt to analyze the factors which have motivated PWDs to choose entrepreneurship as their career option. There were 150 disabled entrepreneurs selected using convenient sampling method and a structured interview schedule was administered to collect their opinion. The data collected were analyzed using statistical tools such as Mean, ANOVA, Factor Analysis, Cluster Analysis, Discriminant Analysis and Correspondence Analysis. Result of this work revealed that PWDs are more pushed to entrepreneurship rather than being pulled to it.

Manimozhi. K and Seena Gopinathan, (2004), found the influencing factor in their study conducted on “Impact of Entrepreneurship of Selected Women on Family Living in Coimbatore City”. Factors like technical skills, place of location of the enterprise, experience, marketability of the product and self-confidence are important. Further, self employment, enhancing equality and status of women as participants, decision makers and beneficiaries in the democratic, economic, social and cultural spheres of life also play a considerable role.
Murugesan. V and Sankaran. A, (2006), focused on “A Study on Education and Entrepreneurship Development”. The study is based on the primary data collected from 153 sample entrepreneurs in Pudukkottai District of Tamil Nadu. It concluded that there is no significant difference between the performance levels of technically qualified and non-technically qualified entrepreneurs. Thus, experience and other promotional factors may play a vital role in nurturing the entrepreneurship qualities and performance rather than technically qualified entrepreneurs.

To find out the students’ mindset to become entrepreneurs in future, Rajendran, (2007), in his study on “Entrepreneurship Development among Commerce Students - A study”, conducted an experiment among the students who were studying in the Department of Commerce, J.N.R. Mahavidyalaya, Port Blair. Its Objectives were to assess the causes for preferring entrepreneurship as their career in future and to analyze the causes for not preferring entrepreneurship as their career in future. This study has mentioned entrepreneurs are not born but they are the product of the situation. Moreover, majority of the female student respondents did not prefer entrepreneurship as their career goal. Hence, the author suggested that the government may reserve certain types of business exclusively for women in the small scale sector. This will stimulate female students not only to become successful entrepreneurs in future but also to contribute their talents for the social and economic development of the country.

Ahamd Umarkhan and Ashfaque Ahmed Pinitode, (2012), focused their attention on “Analysis of the Opportunities for Rural Entrepreneurship and Challenges in the Light of Global Competition”. It is mentioned, in this study, that rural entrepreneurship not only increases the overall product by using local force but also has significant environmental and social impact by developing eco-friendly and appropriate solution to local problems. They concluded that rural entrepreneurship can’t be developed without significant training. This study suggested that provision of essential infra-structural facilities like land, power, raw materials and finance at concessional rates to entrepreneurs by government agencies, and financial institutions will be of immense use for promoting entrepreneurship spirit in rural areas.
Mythili. S, (2005), in her study on “Rural Entrepreneurship” pointed out that rural entrepreneurship is an imperative to generate employment opportunities and develop the rural society. Moreover, it helps to alleviate the unemployment problem. It raises the standard of living of the individual and family, changes the life style of the family, and arrests the migration of the rural people to urban areas. Along with the economic development there will be a social change too. Finally this study concluded that rural entrepreneurship at the micro level has to be accelerated and considering the need of the day, development plans should be made on the basis of the requirement of rural area and the rural people should be made more aware to take up entrepreneurial programmes with keen interest.

Nagesh Kumari and Renuka. C, (2002), in their study on “Women Entrepreneurs for Rural Industrialization” have mentioned that out of the total industrial employment in the country, about 80 per cent is provided by village and cottage industries. If the rural industries are well managed, rapid economic development will be possible in the country. Further, it concluded that women can prove their success in the field of rural industries through proper guidance and assistance. The women entrepreneurship development in the small scale sector particularly in villages can integrate them in to the economic development of the country.

Ratan Barmon and Dipanjan Chakraborty, (2013), in their article on “Rural Entrepreneurship - One Key to Rural Revitalization” have pointed out that if entrepreneurship are really encouraged in rural areas it would, of course, be instrumental in changing the face of rural areas by solving the problems of unemployment, poverty, economic disparity, poor utilization of rural capacity and low level of standard of living.

Krishna Chandra Pradhan and Kali Chandra Pradhan, (2007), in their article “Low Cost Self Employment Avenues for Rural Women, Prospects and Constraints” pointed out that in India, the following features are found in respect of women entrepreneurship, i) Only less than 13 per cent of entrepreneurship development programme trainees are women. ii) Women experience greater difficulties than men in
the startup stage with family problems, professional disrespect, lack of technical training and marketing. It suggested that for effective and sustainable development of women entrepreneurship, proper training should be focused on scientific inputs. Further, suitable products identification, marketing survey, project formulation, approval procedure from the government at the right time with less legal formalities and soft recovery rules are of utmost importance.

Very few studies on the entrepreneurship development among the downtrodden society have been conducted by social scientists. One among them was conducted by Kasi Reddy. M, (2005). His study on “Role of Institutional Agencies in Training Scheduled Castes and Scheduled Tribes as Entrepreneurs in Andra Pradesh: A Study” conducted in three regions of the state of Andhra Pradesh including Telungana, Rayalseema and the coastal regions respectively. Official documents were used as secondary sources and there were 120 considered for survey. The author found that the entrepreneurial activities among SC/STs are generally low due to lack of awareness of various procedures involved in starting the unit, less education, lack of finance, lack of training etc. This obviously shows that there is a need for intensive entrepreneurial awareness among SC/STs.

Arundhati Chattopadhyay, (2005), has pointed out in her article entitled “Women and Entrepreneurship” that entrepreneurship development among women can be considered as possible approach to economic empowerment of women. Women in India are still less likely to start a new business than men, although the gap seems to be declining. The share of female entrepreneurs (10 per cent) is still significantly low when compared with their work participation rate (25.7 per cent). Hence, it is very important to know that impediment to growth of women entrepreneurship.

Ganapathi. R and Sannasi. S, (2008) stated in their study on” Women Entrepreneurship -The Road Ahead” that women entrepreneurs in the economic scene in recent years are still quite a few. Women entrepreneurship on the whole, still remains a much-neglected field. Hence, it is suggested that group entrepreneurship is a viable option for the weaker sections of the society and it helps women to overcome
their poverty. Thus both the government and men should encourage the women to become entrepreneurs in all fields.

A major research project was conducted by Ganesan. S and Duraipandian. R. (2000), at Allagappa Institute of Management Tamil Nadu on “Problems of Women Entrepreneurs as Revealed by them”, to assess the success rate of women entrepreneurs in Tamil Nadu. As a part of the project, the institute organized a Focus Group Meeting of Women Entrepreneurs. The meeting attended by 16 women entrepreneurs, provided a lot of information on the motivational factors, style of functioning and problems faced by them. The study focused on problems faced by women entrepreneurs which were classified as personal, social and economic. Finally the authors concluded that development of entrepreneurship among women in our country heavily depends on removing all the personal, social and economic problems. Most of these problems could not be solved within a short period. The government can take up some of the economic problems for immediate action.

Harneksingh and et.al, (2007), assessed the problems faced by women entrepreneurs at Ludhiyana City of Punjab State in their study entitled “Women Entrepreneurs and their problems: An Overview”. This study area was purposively selected as this city is well developed from an industrial point of view. Necessary information was collected from 45 women respondents randomly selected. The data were analyzed with the help of suitable statistical tools like correlation. The study highlights the problems which are being faced by women entrepreneurs at their own level and at the level of enterprise. In conclusion it is highlighted that the women who had higher education managed all the problems in the enterprise.

Ramya. N and Jayakumar. J. J, (2008), in their research on “Rural Development and Women Entrepreneurs” highlighted that in India, women entrepreneurship can be considered as ‘Necessity Entrepreneurship’ rather than ‘Opportunity Entrepreneurship’. Through entrepreneurship development a woman will not only generate income for her but also will generate employment for other women in that locality. This will have a multiplier effect in the generation of income and poverty alleviation.
Palanichamy, P, (2000), has studied “Women Entrepreneurs in Pandicherry: Their problems and prospects”. The necessary data were collected through interviews and discussions with the officials of the District Industries Centre, Directorate of Industries and Commerce, and the Association of Small Scale Entrepreneurs of the Union Territory of Pondicherry. The author mentioned that as a result of dependency and other directedness emphasized in female role prescription, women become forced to be in the psychological barriers of lack of confidence, incapable of setting goals, to plan or prepare to achieve. The study highlighted that sometimes being a women itself is a hurdle for becoming an entrepreneur. Women are not able to go anywhere freely and mobilize funds, raw materials, or market their products as their male counterparts. Finally they concluded that there are some inherent problems for the women entrepreneurs but the steps taken by the Government, Association of Small Scale Entrepreneurs etc. are likely to ensure for them a promising future.

Rajani, (2009), in his work entitled “Making of Rural Women Entrepreneurs – Role of Support Systems” has concluded that developing entrepreneurship among women is equally important for all-round development of the country. It is observed that if efforts are made to develop entrepreneurship among women, it not only solves the problem of women in making them economically independent but it also helps in adding to the national income.

A systematic research to understand the financial viability of women entrepreneurs in Thirssur district of Kerala was done by Ramanunny. M and Lalitha. N, (2009). This study was entitled “An Enquiry into the Factors Affecting Financial Viability of Women Micro Enterprises”. It was observed that bank loans constituted the major source of capital followed by government subsidy and revolving funds from local governments. Further, the study reveals that there was no single remedy that could be tried to sort out the problems faced by women entrepreneurs. As far as women’s entrepreneurship is concerned, there is a lack of good models to guide them. Hence, they have suggested that a holistic and comprehensive strategy is required (involving all stake holders) to ensure sustenance of women enterprises. Moreover, involvement of government as well as society is required to sort out the problems faced by women entrepreneurs.
Sujata Mukherjee, (2006), in her study on “What Motives Women Entrepreneurs: Factors Influencing Their Motivation” used data collected from 125 women entrepreneurs from service, trading and manufacturing sectors in Pune districts of Maharastra. It revealed that the respondents were motivated to entrepreneurship primarily to satisfy their socio-economic needs. Satisfying the psychological needs of becoming economically independent, increasing self-confidence and ability to take risks were considered the other motivating factors for venturing into entrepreneurship. Further, it was found that vocational training played an important role in sustaining motivation.

Valsamma Antony, (2007), in his study titled “Women Entrepreneurs on the Upbeat: A Study” found that marketing problems were found to be more serious than financial problems, as finance was easily available to some extent. It requires more of managerial skills and forward planning, risk taking spirit, innovation, keen observation, knowledge or the market dynamism, quality consciousness etc. to combat the situation.

Vinayak Reddy. A and Yadagira Charyulu. U, (2008), conducted a study on “Women Entrepreneurs and their Enterprises: Issues and Concerns”. In this study, nearly 141 women entrepreneurs were selected as sample who run the enterprises in Ranga Reddy district with the financial assistance of KVIC. The entrepreneurs have expressed the opinion that the procedure for obtaining loan is very troublesome and the quantum of loan is also not sufficient. Further they mentioned that they faced not only problems in getting sufficient quantity of raw materials, but also they are short of the required technical skills and knowhow to run units efficiently. The findings of the study recommend that entrepreneurs should be provided with technological skills and knowhow to run their enterprises efficiently apart from basic inputs such as raw material and capital. Moreover, poor women of down-trodden classes should be encouraged to become entrepreneurs by imparting transferable skills and access to capital and credit facilities.
Prema Basargekar, (2007), conducted a study on “Women Entrepreneurs: Challenges Faced”. It is observed from this study that women entrepreneurs face a number of problems such as socio-cultural barriers, financial constraints, managerial and technical constraints. Among these one the most important constraints is marketing of the products and services, which have the serious repercussions on their growth prospects. The paper underlined that marketing of any product mainly requires mobility, confidence and competency, which were traditionally confined to men. Women entrepreneurs mainly suffer from this lacuna while marketing their products.

Ratna Ghosh and et.al, (1998), concentrated on “Women and entrepreneurship in India”. The study based on quantitative analysis of data obtained using interview schedule administered to 73 women who invested in small scale industry. The finding of the study highlights that women are able to take risk, and successfully resolve the conflicts which arise in their personal family and entrepreneurial roles. Further, it suggested that there is a need for formalized organizations for women micro-entrepreneurs which would be forum of information and experiences, holding workshops and exhibitions, lobbying governmental authorities.

Dangwal. R. C and Kailash Saklani, (2007), from their study on “Developing Women Entrepreneurship in Hill Region in India: A Case Study of U. P. Hills” disclosed that women entrepreneurship growth in this region is slow and negligible due to the discouraging social factors, such as unfavorable family background, lack of education, lack of aptitude and training influence of sex, caste, kinship, custom and family burden etc.

Angayarkanni, (2010), found in her article entitled “Problems of Women Entrepreneurs in India” that today women continue to face many barriers to economic empowerment and entrepreneurship such as, difficulty in obtaining credit, negative self perception, lack of female role models, low income, and lack of guidance.

A descriptive type of research was conducted by Bedi. S. P and Saini. J. S, (2007), to find out the problems faced by women entrepreneurs. Their study on “Potential Women Entrepreneurs Areas for Sharpening their Skills”, at Chandigarh
discussed the gender discrimination in different stages as the major problem of women entrepreneurs.

Manikekalai. N and Ganesan. R, (2001), have published a research article on “Global Women Entrepreneurs Profile: An Analysis”. The study is based on the primary data collected from 34 women entrepreneurs in a short span time during their stay at Delhi for attending a global conference on women entrepreneur. The authors have found that marketing is the major problems followed by working capital. The other problems are also prevalent like lack of networking, gender bias in catering to the demand by the government and banking institutions, lack of family support and lack of awareness. In addition, it concluded that there is a need for cooperation, encouragement and support from both family and society and of course with a constant support from government.

Srinivasan N. P and Sreenivasagalu. R, (2000), made a study on “Problems of Women Entrepreneurs in Chennai: A Pilot Study”. The study was based on primary data collected from 50 women entrepreneurs, doing different types of business in Chennai city of Tamil Nadu. The problems identified by these researchers are socio-personal problems, managerial and production problems, marketing and financial problems, and problems of government assistance. Further they mentioned that the authors concluded that the movement of women entrepreneurs’ development is still in a traditional phase.

A field survey conducted on Tiny, Small, Medium and Large scale industries was by Murugesan. V and Sankaran. A, (2005). Their study was entitled “Entrepreneurial perception of Problems in Tiny, Small, Medium and Large Scale Industries: A Comparative Perspective”. To execute this study primary data were collected from 57 tiny scale units, 71 small scale units and 25 Medium and large scale units in Pudukkottai District of Tamil Nadu. They concluded that shortage of raw materials, fixed and working capital and high rate of interest were the major problems not only for tiny scale entrepreneurs but also for small, medium and large scale entrepreneurs in the study area.
Pradeep. S. and Shehrawat, (2006), studied “Agro-processing Industries-A Challenging Entrepreneurship for Rural Development”. The study was conducted in the state of Haryana and the necessary data were collected from 120 entrepreneurs. It discussed the technological problems, institutional problems and financial problems encountered by entrepreneurs in establishing their sustainable entrepreneurial units. The findings of the study indicated that governments in developing countries are not providing sufficient support and incentives, management, marketing and export related knowledge to entrepreneurs which badly affect the economic viability of their units. Because of time consuming, complication, and lengthy procedure they failed to avail these facilities. Moreover the author suggested that there is a need to strengthen the network of these financial institutions to provide credit facilities in time and in sufficient amount without any delay.

The causes of sickness in small industries were assessed by Batra G. S, (2003), in his study on “Entrepreneurship in a Globalized Economy”. The inadequate and delayed availability of bank finance has been one of the major causes for sickness among small industries. Further he suggested that there is a need for change in the attitude of the bankers who should be guided more by the viability of the project rather than the viability of the entrepreneur. The author suggested that institutional credit and term finance should also assist the entry of small industries sector into sophisticated and urban export market.

A research work conducted by Alain Fayolle, (2009), entitled “Entrepreneurship and New Value Creation: The Dynamic of the Entrepreneurial Process”, has pointed out that the emergence and development of entrepreneurial process may result from education and/or training programmes. Further he mentioned that entrepreneurship education can be seen as a means to increase the survival and success rate of newly created companies.

Government’s programmes through NABARD and roll of SHGs in promoting rural women entrepreneurs have been discussed by Makar. A. K and D. C. Kalita, (2008), in their article on “Empowerment of Women Through Participation in Rural Development”. He argued that government as well as financial institutions are coming
up to support women in entrepreneurship development. For instance, National Bank for Agriculture and Rural Development (NABARD) has implemented many programmes such as, Rural Entrepreneurship Development Programme (REDP), Assistance to Rural Women in Non-Farm Development (ARWIND), Assistance for Marketing of Non-Farm Products of Rural Women (MAHIMA), Development of Women through Area Programme (DEWTA), etc. to create capacity building for skill development and enterprise management. Accordingly, women are benefited from these programmes and they play an important role by motivating the other women to take up the advantages of those programs. Further, they highlighted that at present Self Help Groups (SHGs) are creating awareness among the rural poor women to take up their own enterprise for raising their standard of living and to reduce the poverty. Further, by developing women entrepreneurship, they are enjoying equality and full utilization of available human resources.

The impact of entrepreneurship development programme on the development of entrepreneurs and utilizing the local resources were assessed by Jasmer Singh Saini, (2003), in his study on “Entrepreneurship Development Programmes and Practices”. The author mentioned that a few large scale industries started by entrepreneurs from outside the state in an economically backward area may help as models of pioneering efforts, but ultimately the real strength of industrialization in backward areas depend upon the involvement of local entrepreneurship in such activities. This study found that the Entrepreneurship Development Programmes should be able to consequently play a significant role in harnessing local resources and entrepreneurship.

A wide-ranging research work has been conducted by Laxmana. P and P. Ishwara, (2008), in Davangere and Chitradurga districts of Karnataka. This study was entitled “Entrepreneurial Promotion through EDP”. To execute this study, 234 trainees were selected on random sampling basis from 1172 EDP trainees. This study found that EDPs are effective means of promoting entrepreneurship through training and consequently the government, private and voluntary organizations must step in to conduct EDPs and promote entrepreneurship.
Meenakshi Sundaram. M and Anand. E, (2002), focused on “Entrepreneurs Development Programme in National Small Industries Corporation”. From this research they have concluded that there is no doubt that the NSIC has played a vital role in providing assistance to entrepreneurs in rural and backward areas. It has given momentum to industrial growth in the rural areas, attracted entrepreneurs and unemployed youths to create self employment. The major benefit of this MSIC is that it has been supplying basic information for rural and urban entrepreneurs and has been contributing in implementation of special programmes like self employment training.

Raj Kumar. S and Topandasami, (2008), in their paper on “Effectiveness of Women Entrepreneurship Development Programmes” concluded that the banks and NGOs play an important role in taking care of the gaps identified and contribute to the effectiveness of Women Entrepreneurship Development Programmes. Further, banks should also change their attitude at least for those who are experiencing hardship and want to survive through self employment, which will definitely generate employment for others.

Singla and Manpreet Dua, (1999), published a research article on “Designing EDPs for Potential Rural Entrepreneurs”. In this study they concluded that a well conceived integrated programme is necessary to tackle the problem of entrepreneurship in rural areas. Further they suggested that it is necessary to mobilize the capital and skill resources of rural areas for promotion of industrialization, adoption decentralized approach, giving special incentives and emphasis to rural entrepreneurs.

Roy. V. N, (2007), in his paper on “An Approach towards Entrepreneurial Society-How to Strengthen Business Network and Institutions for the Rural Masses” concluded that the dream for an entrepreneurial society in India can only be achieved through right kind manpower development by the educational institutions and development agencies. The effective education system and information network for the rural masses alone can transform the Indian society in to an entrepreneurial society.
Manimekalai. N, (1998), in her research entitled “Entrepreneurship Development in Industrial Estates of Tiruchirappalli”, found that the industrial estate program has facilitated most of the entrepreneurs from first generation to become entrepreneurs. Further she highlighted that better infrastructural facilities, with good work sheds and common service facilities and engineering units were the facilitating factors.

An assessment study entitled “Role of Prime Minister’s Rozgar Yojana in Entrepreneurship Development: A Case Study of Mysore District” was conducted by B. H. Suresh, (2007). All the seven taluks were considered for the study and data were collected from 535 beneficiaries through stratified random sampling method from the list obtained from four leading banks such as State Bank of Mysore, Canara Bank, The Karnataka Bank Ltd and ING-Vysya Bank Ltd. The author concluded that the PMRY has helped the sample beneficiaries to improve their earning capacity, but the people involved in implementation did not strictly supervise the utilization of the credit. He suggested that, there is a need to give wide publicity to the programme in the local newspaper, panchayat offices and other public offices in the local language.

There are different channels and agencies who are encouraging women to become entrepreneurs in the business world. Bishnu Mohan Dash, (2007), focused on the role of co-operatives in his study on “Entrepreneurship Through Co-operatives-An Ideal Vehicle for Women’s Sustainable Development”. He stressed that co-operatives are a viable alternative which encourage women to enter entrepreneurial activities. Co-operatives are a suitable mechanism that organizes women within an institutional structure that gives them access to the national, economic, political and social systems. The author underlined that entrepreneurship through cooperatives is recognized as an important strategy for addressing the issues of poverty alleviation.

Using survey method Gupta M. C, (1987), conducted a study in the industrial cities of Uttar Pradesh, namely Kanpur, Allahabad and Gorakpur. This work was published as a book entitled “Entrepreneurship in Small Scale Industries”. The core objectives of the work was to evaluate the performance of the entrepreneur in relation to the socio-economic background and to identify the problems faced by the
entrepreneurs in the field of finance, production, marketing and labour. This study concluded that the role of government and financial agencies was a contributory factor towards the success of the enterprises. Their conclusion revealed that shortage of raw materials, inadequate and irregular supply of electricity were the problems faced by the small entrepreneurs.

Hephzibah. V, (2006), conducted a study on “Entrepreneurial Motivation and Success: A Study” in the twin city of Hyderabad and Secunderabad. The study was based on primary data from 30 sample respondents using convenient sampling method. The centers of this study were small and tiny enterprises. The study focused on five entrepreneurial cores namely, entrepreneurial core, work core, social core, individual core, economic core. The author concluded that the first generation entrepreneurs were high in individual core and entrepreneurial core, but low in work and social core, whereas, most of the entrepreneurs were lacking in social core.

Patric Martin, (2004), in his work on “Informal Sector: Seedbed of Industrial Entrepreneurship” examined the role of economic and non-economic factors for the success of entrepreneurs by looking into the size of investment, cultural traits of the entrepreneurs and the business environment. In this study they found that successful entrepreneurs have attained a rapid growth with the support of investment.

Panda Tapan. K, (2002), explored the relationship between socio-economic variables and the success level in his study entitled “Entrepreneurial Success and Risk Perception among Small-Scale Entrepreneurs of Eastern India”. The level of success is associated with technical education, occupational background of parents, and previous occupation of the entrepreneur. The paper also brings out the entrepreneurs’ perception of risk namely, the functional risk and business risk.
Critical Remarks:

Social scientists have been conducting research studies on entrepreneurship development at international and national levels to understand the different dimensions of entrepreneurship. For instance, the studies like Krishna Chandra Pradhan and Kali Chandra Pradhan (2007), Ahamd Umakhan and Ashfaque Ahmed Pinitode (2012), Mythili. S (2005), Nagesh Kumari and Renuka. C (2002), Ratan Barman and Dipanjan Chakraborty (2013) etc. have discussed at international level the importance and different factors which retard the rural entrepreneurship. Cosim Mihai Nacu and et.al., (2014), We-Loon Koe and et.al., (2015), Sharadha Shivani (2006), Sebastian Aparicio and et.al., (2015), Ruta Aidis (2008), Hung M. Chu and et.al., (2011), have examined the factors which are influencing the entrepreneurship at international level. They include socio-cultural factors, institutional factors and motivational factors.


From the above aspects it is very clear that several studies were conducted by scholars with regard to different dimension of entrepreneurs even in Tamil Nadu. These research works focused on the aspects like the factors responsible for entrepreneur development, support of agencies, institutional finance, comparative study on women and men entrepreneurs, development of rural entrepreneurs,
comparison between rural and urban entrepreneurs and the problems of entrepreneurs. But so far no comprehensive and scientific research is known to have been conducted in one of the industrially underdeveloped districts, Tirunelveli. This situation needs a scientific study to divulge the types of entrepreneurial activity, influencing factors, pattern of investment, schemes of assistance available, performance of entrepreneurs, type of marketing and different types of problems faced by entrepreneurs in Tirunelveli district. Hence, the present study is an attempt to fill the gap in the literature of entrepreneurship development.