PREFACE

An entrepreneur is an economic agent who plays a vital role in the economic development of a country. Small-scale enterprises have been given an important place in the framework of Indian planning since the beginning of five year plans, for both economic and ideological reasons. A conducive business environment is essential for the growth of any enterprise in a State or country. However, it is an accepted fact that no serious efforts were undertaken to understand the threats and opportunities in the business environment of Kerala. As Kerala is industrially backward, the present study, “BUSINESS ENVIRONMENT ANALYSIS AND GROWTH OF SMALL ENTERPRISES IN KERALA” relating to the business environment would be useful to all stakeholders in the industrial field.

The present study has been designed as an analytical and descriptive one based on primary and secondary data. The primary data were collected from 150 ‘manufacturing enterprises’ (micro and small) in Kerala and also from 90 ‘facilitators’ (bank managers, IEOs and members from local bodies). Well structured interview-schedules were used for collecting primary data from the respondents. All data were tabulated and analysed with the help of statistical tools. SPSS was used for analysis. The study is presented in 9 chapters.

The overall conclusion derived from the study is that the entrepreneurs in Kerala face so many problems in the functional areas of production, marketing, finance and human resource management. Another finding of the study is that the overall impact of micro business environmental factors is just favourable to the
enterprises. But the overall impact of macro business environmental factors is found unfavourable to the manufacturing enterprises in Kerala. Since the business environmental factors are beyond the control of entrepreneurs, the creation of a conducive business environment in the State, demands the concerted efforts of several stakeholders in the entrepreneurial field.