

Behind the success: - Challenges for an Entrepreneurship Development (Special Reference to South Tamilnadu Districts)

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Abstract: Geographically Tamilnadu is situated in between the Western Ghats and Bay of Bengal, the Eastern part of Tamilnadu is fully bordered with coastal plans, which starts from Kanniyakumari of Indian Ocean and passes through the Bay of Bengal, the border of Tamilnadu ends in Northern Chennai with marina beach and St. Geroge Fort, The Western Ghats are dominated with gambling monsoons and records in heavy rainfall. The central part specifically southern part of Tamilnadu is an arid plan, which holds a severe lack of water, significant changes of weather lead to a reduction in the use of agriculture lands. In addition! It induces a higher degree of opportunity for poverty, which causes literacy. Literacy extends its maximum to prevent growth and development. Which re – causes a literacy, A Sudden increase in population and urbanization is also a major hindrance for an economic growth and development of live hoods in a modern era, to overcome a challenge there is a need for extra vibrant, to streamline it there is a need of entrepreneurial process which implies the changes to every one's life, thus the shadow of poverty and literacy will be erased in feature, to initiate a lighting process there a need for skill and knowledge to face a initial problems to start up an enterprises or to became an entrepreneur. The purpose of the study is to analyze the external barriers for an entrepreneur's, particularly in southern Tamilnadu.

Key Words: Entrepreneurs, Demographic factor, Education, Life Style, Industrialization, Globalization.

1. INTRODUCTION:

Around the globe, Entrepreneurs plays an important role in the Economic development especially developing countries needs more attention towards the development of entrepreneurship, to trigger the entrepreneurial activities in India, A government of India plays an important role by proposing the conceptual framework of Entrepreneurship. Apart from initiatives of state and the central government there is a need for extra vibrant to trigger entrepreneurship, but the entrepreneurship differs in all the segments, like location, income, Education, community. In all the segments entrepreneurs play a vital role in stimulating a related business to support a new venture to a prosperous society. The successful entrepreneurs change the lifestyle of the society by innovating a unique flourished new goods and services to the greatest possible extent to the society, cascading the lifestyle of the people entrepreneur's innovations may create a wealth improvement to the society, in the context of the globalization and industrialization there is a need to analyze a successful and unsuccessful of the entrepreneurs, thus the theoretical research study has been proposed.

2. STATEMENT OF THE PROBLEM:

The purpose of the study is to analyze the problems and challenges associated with an entrepreneur; however there is a need for systematic research to analyze the external barriers which end entrepreneurial aspirants dreams, it is clear that a rapid growth of population and decrease in usage of agriculture lands leads a red line of live hoods, as we historically depend on agriculture a swift to industrialization and globalization is also folds an increase of red line live hoods. In the context of tribulations a desire to compile a need for positive research to process a change of lives hoods. To gear up a change in traditional activities there is a need of additional development in skills and knowledge with proper training, in this study it is to identify quality measures of threads and opportunities of challenges for entrepreneurs in their situations especially in the south region of Tamilnadu.

3. REVIEW OF LITERATURE:

For a Nation development, the entrepreneurs play an important role, in which a entrepreneurs contributes immense value to the country, in which many of the problems are resolved by the entrepreneurs by innovating new products and technology to the society, as for as need of the people, entrepreneurs will invest in innovating the new products and the service to the wider market. In the context of an entrepreneur's development, the barriers and supportive measures are taken in line to make them as remarkable in this competitive society.

For the review of literature in an entrepreneur's development and their supportive measures, I have reviewed many research papers, thesis, journals and articles which some of the important and remarkable are categorized below in order.

In the Year of 1960 Mr.J.J.Berna was studied on the topic of the socio-economic background and the occupation of the entrepreneurs, in his study he concluded various factor that decides the development of the entrepreneurs by the origin, Caste, traditional values and the sociological factor with problems which they faced in their firm mobility and their economic factor to access a capital, technical knowledge and their experience towards the development and success of the Firms.

In the year of 1964, Moore and Collins have briefed a study on creative and innovative response to the environment, in their study they stated that Entrepreneurs are too independent, Restless and more creative in innovating, promoting and maintain their activities. They also observed that the entrepreneurs are more active and eager to learn more technical knowledge and the end of the research they described as the "Entrepreneurs are Hard Workers"

In 1970 Gaikwad and Tripathi involved in research to find basic principles and the secrets for the success of entrepreneurs in the business market. In their study, it was observed that the entrepreneurs are innovative in nature to adopt a risk and valuable hard-working, In the business market the entrepreneurs are struggled a lot to make their business in profit from the competitive global market. In their study, the business secrets knots are revealed in many ways for their success such as like innovative, hard-working, Dedication and the most important is to adopt new technology and gathering of knowledge for their innovative.

In the Year of 1985 Mr V. Anbumani was entitled a thesis "A study on Small Scale Industries in Tamilnadu" in his study he was analyzed a decade (1970-1980) growth of Small scale industries in Tamilnadu, he analyzed nearly 17 industrial groups on various variables Nature of Business, Profitability, Fixed Gross Capital, Employment, Development, Fixed Gross Capital, Subsidy from the state government and the central government for the small scale industries, In his Study he concluded the growth of small scale industries are recorded a remarkable growth in Tamilnadu.

In the year of 1990 Sanjay Baijal and M.C. Gupta was analyzed the awareness of entrepreneurs in regarding with competitive market, in their study they concluded that many of the entrepreneurs are not aware of their position in the competitive market about their products and profits with consumer choices which it resulted in the failure of business , they suggested to lean the government policies and the promotional agencies to offer the supportive measures in terms of financial assistance from banks and other agencies, Awareness Programme about the global market and the related products and the Marketing strategies and other Business development measures .

In the Year of 2000 D.Himachalam entitled a study in "Entrepreneurs development in Small scale sector" he has observed that the development of small scale industries and the entrepreneurs are the twin sides of the coin, which can reverse the position of the profit and loss according to the performance of the Entrepreneurs, to succeed in a global market.

4. The need for Study / Research Gap:

According to the study of Literature's, it was found that! there are many Case study's, Journals, Articles and thesis are Entitled in Entrepreneurs Development, Still There is need for a research in entrepreneurs development from time to time, Because the environment, needs of the society, customers satisfaction and the change of the Trends, Needs of luxuries facilities and the density of the population are the major cause for the Business environment and Business opportunities which creates the enormous needs and the various sequence of requirements in the populated environment. Thus the study proposed in a topic "Entrepreneurs development"

5. Objectives of the Study:

- To evaluate an important problems and economic status of the entrepreneurs,
- To analyze the barriers, threads and challenges of entrepreneurial aspirants in the study area.

6. Research database and Methodology:

In the study the secondary data are widely collected from the various sources like websites from the entrepreneurship development cells from central government and the various state governments, the websites like www.Wikipedia.org, www.edindia.org, www.editn.in, www.dc-msme.gov.in, www.fsm.ac.in, www.niesbud.nic.in , www.cedtn.org, www.iie.nic.in, www.dst.gov.in, www.msde.gov.in, www.asbm.ac.in, www.nic.ac.in furnished details are reviewed for the study, and moreover for the need of additional details Journals, Articles, Case studies and Thesis are gathered from the web library and other related books other materials which are available in Alagappa university library.

7. Importance of entrepreneurs and Human Capital in India:

After the independence, India was changed in various fields; especially the Indian government was much focused in the change of society, where the government has introduced the number of GOI schemes and development projects through various sources to arrest the poverty. In the year of 1993, a chaired person Lakdawala examined a poverty line in India. He has noticed the regional economic differences between the regions. In 1994 Mr.S. G. Dutt has estimated the national poverty rate as a 33% with Rs 49 per capita. But the year of 2009 -2010 according to the Methodology adopted by Suresh Tendulkar Committee it was 29.6% approximately 354 Millions of the population, In 2014 Rangarajan Committee estimates around 38.2%. But still, the Redline (Poverty) of the people was dominating the society mostly in the rural and urban areas particularly with the uneducated or the people who involved in the Agriculture sector which the peoples are in arid plains. Apart from the redline tagging communal, religion & regional riots and disharmony is also a giant Demon in the underline society.

In the context of the above, the various surveys and the estimates are undertaken by the government and the social reformers to develop the entrepreneurship to encounter the redline. The Development of entrepreneurship can change the colour of redline, which begins from their family to society, and from society to many ways to the nation by education, economic stability and equality and it will occur in the development of the country by recognizing the equality and the abilities in the development of the education and the value of economics as a whole.

8. Growth of Entrepreneurs in Tamilnadu:

India is the 7th largest country and second most populated country in the world, Trading is the Main source for the Business Environment, According to the history the Great Emperor of Chola Dynasty Raja Raja Cholan records the ancient Business of trading in the world, from that date itself Entrepreneurship Development are much focused in various reforms, thus the entrepreneurship plays a major role in the development of the Nation Economy, in another side the increase of population causes the unemployment, poverty, always the poverty knocks the door of literacy, which the situation may hit an unimaginable position. To restrict it, the Indian government has initiated many steps, in which Entrepreneurs development will play a major role in the development of India and the national economy. The fourth largest state of India (Tamilnadu) has a diversified development in various sectors through TIIC(Tamil Nadu Industrial Investment Corporation Limited), TIDCO (Tamil Nadu Industrial Development Corporation Ltd) , SIPCOT (State Industries Promotion Corporation of Tamil Nadu) , TANSIDCO (Tamil Nadu Small Industries Development Corporation Limited) which plays a major contribution in the development of entrepreneurs by supporting financial assistance. The Entrepreneurs development results in the second place in a major contribution to India Economy,

9. Entrepreneurs and Social change:

The government of India plays an important role in the development of the Indian Economy especially the livelihoods in the redline people in the rural or village's who are mostly dependent on their daily earnings. In arid plains, most of the livelihood are farmers, Causal labour, Petty traders, small vendors and other types of daily worker with daily wages, in which the GOI schemes have to eradicate poverty by maximizing entrepreneurship development. The entrepreneurs can develop in various stages but the traditional methods play an important role, which the underlined society practised with a traditional strategy's, through the GOI schemes India has to implement the development programmes with various sources like entrepreneurs Development programme, Skill development programme through the various resources like NGO's, MSME, EDIN, MSDE and other aided organizations in India.

10. Threats and challenges of Entrepreneurs:

Apart from the theory of PESTLE and SWOT there are many Internal and external threats and challenges for the entrepreneurs in arid plans, which are mainly focused in the financial and the business sustainability, in the arid plans most of the entrepreneurs are the small vendors and the petty contractor or the small scale business man's, which it lacks in the Education, Communication and Business ideas and also unaware of their product development as if they overcome from the same, A marketing of their own products is also the next milestone for the entrepreneurs, such the millstone are categorized as below

- i. Moral support from a Family & Surroundings,
- ii. Financial Position and the Availing GOI Schemes & Portfolio Management,
- iii. Updation of Market Trends & Marketing Concepts,
- iv. Availability of manufacturing equipment's and it is Spares,
- v. Availability of Skilled labours with Technical Capabilities for troubleshooting,
- vi. Sufficient Water supply with Electricity availability,
- vii. Upgradation of Technology / Information / Training /Availing modernised Machines,
- viii. Infrastructure Development including Transportation, Storage, Shifting,
- ix. Debt Recovery,
- x. Expansion of Business / Quality / Customer Support & Services.

External threats and Challenges are widely focused in the development of the entrepreneurs, basically, the entrepreneurs are quite a knowledge to overcome the threats and challenges in their business development, but in the various consequences, their unawareness or a disclosed identity may hit their business which reflects in the variations in their business. In the arid plains the environmental conditions plays an important role, as I stated that the major source of water which lacks in the particular locality, which puts the entrepreneurs in a low marginal with a critical and a risk-taking business, thus the entrepreneurs enters into the low marginal daily marketing Business, which indirectly takes a large use of the Humans and the other utilizing resources in their business which hits a huge expenditure low marginal Business. Commonly most of the entrepreneurs are faced the lacking of Skill development and the awareness of the Business links.

- i. Short term or a Seasonal Business
- ii. Storage and preservation
- iii. Climate variations
- iv. Unstable market position (Sales)
- v. Deficiencies in Cultivation & Harvesting Methods
- vi. Shortage of pouring Water cultivation
- vii. Irrigation Methods
- viii. Undetermined price of pesticides & Fertilizers
- ix. Education of Agriculture techniques
- x. Shortage in working Labour and their Benefits

In the term of entrepreneurs development, the political environment plays a crucial role in their business development especially for the small scale entrepreneurs and the GOI schemes based contractor, mainly the allocation of the funds and the locality development and the

1. Capital Investment
2. Business development
3. Marginal Returns
4. Survival / Success
5. Expansion

11. RECOMMENDATIONS AND SUGGESTIONS:

- i. The Government and the supportive institution need to take supportive measures and to conduct a proper training programme to the entrepreneurs at their doorstep for their success
- ii. Periodic training regarding the technology and the new products on market arrival with the new strategies, type of the problems to be encountered, Schemes form Government of India and the state government.
- iii. Supporting Measures should not be limited with training programmes and the announcement of the schemes in the media; it should be reflected in a practical manner for the real-time development for the entrepreneurs.
- iv. Regarding the Entrepreneur Development Programme (EDP) must be more effective apart from the preparation of the reports and the regular classes
- v. Suggested to the creation of the hub for the entrepreneurs to their marketing of products and the purchasing with the sector-wise, which it helps to reduce the extra force for the marketing and the purchase of the raw materials and to increase the profitability.
- vi. Entrepreneurs need to update their knowledge as per the customer needs, regular market survey and updating of the feedbacks to monitored or to reach the saturation level in the business.

12. CONCLUSIONS:

A theoretical research study concludes that arid plains entrepreneurs are mostly in need of their supporting from the various sources thus they might be from the closed circle like family members, friends & relatives, the entrepreneurs may face more challenges like

- i. Family challenges
- ii. Social challenges
- iii. Technological Challenges
- iv. Financial Challenges
- v. Policy Challenges

Where the arid plains entrepreneur has to be much focused on the concept for their business development if the above anyone situation may hit the entrepreneur on the timely basis, if the entrepreneur has to get update on daily basis,

in the other hand the need of some other side some of the behaviour based characteristics also need to be more focused for entrepreneurship development.

- i. Mall culture
- ii. Poor Assistance
- iii. Infrastructure Sickness
- iv. Lack of Technology utilization
- v. policy & GOI schemes
- vi. Market condition
- vii. Utilization of Labour source
- viii. Psychological situations
- ix. Business Competitors
- x. Fearless and ability to take risk

the degree of the problems are significantly associated with the personality of the entrepreneurs which might be overcome by the proper training and the good practice with the technology, there might be no hesitation to learn for the unknown factor at any time in the life forever, If we want to be a masters we have to be updated.

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