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A PROSPECTIVE RESEARCH STUDY ON THE ENTREPRENEURS IN THENI CITY

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Introduction

The Entrepreneur is an individual who has an idea acts on that idea, usually to disrupt the current market with a new product or service. Entrepreneurship usually starts as a small business but the long-term vision is much greater, to seek high profits and capture market share with an innovative new idea. Entrepreneurship has been recognized as an inevitable integral source of economic growth.

Entrepreneurs create new jobs for themselves and others and also provide the society with a great many solutions to management, organization and business problems. There are several schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities that are undertaken by the entrepreneurs. Thus the present study focuses on the motivational factors and problems of entrepreneurs in Theni city.

Statement of the problem:

People involved in entrepreneurship are "Survivalists". It is argued that people in the country have been forced in undertaking entrepreneurial activity by economic necessity as opposed to entrepreneurial spirit and need for achievement. People those who live in poverty or inadequate basis with enough income and they are forced to engage in entrepreneurial activities to fill the gap left by the insufficient wages and unemployment. The present study of entrepreneurs is undertaken with the view to understand the nature and condition under which they are functioning and the problems faced by them in the course of the entrepreneurial pursuits.

Review of Literature

Dr.M. Edwin Gnanadhas & S.Varghese Antony (2011) have undertaken a study reveals that families were the main motivators for taking up entrepreneurship. It has been concluded that the main challenges faced by the entrepreneurs are competition in the market, financial challenges, marketing challenge etc. So these are the problems are overcome by the applying practical knowledge and the proper plan of business enterprise. Mahaboob Basha A.M. et.al., (2013) their study findings depicts that 43% of the respondents are found to be the impression supported by their life partner (husband) quite a lot to become an entrepreneur, where as 26% of the respondents are found to make the decision maker' regarding to become an entrepreneur, where as 19% of the respondents are found that they will be motivated by parents, remaining 12% respondents are motivated by friends and others.

Upadhye Jayashree, (2012) has a study on the self-confidence, self-esteem and educational level of the respondents has remarked that these aspects help them to handle different tasks in life. Male dominance towards women should change. There is support from government and institutions and agencies to develop women entrepreneurs in their