



Since 1881

Department of Commerce

THE AMERICAN COLLEGE

(Re-accredited (2nd Cycle) by NAAC with Grade 'A' CGPA 3.46 on a 4-point scale)

Madurai, Tamil Nadu

PROSPECTS OF MICRO, SMALL & MEDIUM ENTERPRISES (MSMEs) IN INDIAN SCENARIO

Editors

Dr. A. Martin David

Dr. S.C.B. Samuel Anbu Selvan

Volume - II

February 2018

| | | |
|----|---|-----|
| 40 | Challenges and Opportunities of Micro, Small and Medium Enterprises (MSMEs) in India | 202 |
| | <i>Mr. B. Vignesh</i> <i>Mr. J.Prakash</i> | |
| 41 | Prospects Of MSMEs in India in Globalization Era | 205 |
| | <i>Mr. D.Gopinath</i> | |
| 42 | MSMEs–The Make in (Making) India Perspective | 208 |
| | <i>Mr.M.Vignesh</i> | |
| 43 | Entrepreneurship Development Schemes and Their Results in Employment Opportunities | 213 |
| | <i>Dr.B.Jayanthi</i> <i>Dr.R.Suganya</i> | |
| 44 | Employment, Economy Reach in SSI | 220 |
| | <i>Mr.R.Anetta Marginic</i> <i>Ms.M.Anusiya</i> | |
| 45 | Micro, Small, Medium and Enterprises Scenario in India | 223 |
| | <i>Ms. M.Anitha</i> | |
| 46 | FDI in Retail Sector And its Impact on MSMEs in India | 231 |
| | <i>Mr.A. Sathiya Prabhu</i> | |
| 47 | Impact of PMEGP in the Development of MSMEs with reference to Dic, in Virudhunagar District | 240 |
| | <i>Dr.J.Jeeva Priya</i> | |
| 48 | Impact of Online Retail Trade in Indian MSMEs | 248 |
| | <i>Mr. M.Ritchie Richardson</i> | |
| 49 | A Study on Safety Measures in Pyrotechnic Industry with Special Reference to Sivakasi | 258 |
| | <i>M. Anantha lakshmi</i> | |
| 50 | Employees' Welfare Measure Practice in Sudarsanam Spinning Mills Private Limited at Rajapalayam | 265 |
| | <i>Ms. C.Suratha</i> <i>Dr.G.Murugesan</i> | |

ENTREPRENEURSHIP DEVELOPMENT SCHEMES AND THEIR RESULTS IN EMPLOYMENT OPPORTUNITIES

*Dr.B.Jayanthi, Assistant Professor,
Department of Management Studies, Fatima College, Madurai
Dr.R.Suganya, Assistant Professor,
Department of Management Studies, Fatima College, Madurai*

INTRODUCTION

The term entrepreneur is defined as an individual who bears the risk of running the new business with some features and elements of innovation without any predictions and uncertain situations about future

STATEMENT OF THE PROBLEM

India is considered as one the least rich country in the world, the possible way to improve our economic growth is to provide employment opportunities to all the citizen of our country. Since there is rapid growth of population in our country it is difficult to provide employment schemes.so the way to increase our economic development is generate ideas to an entrepreneur, but the entrepreneur has lack of exposure to start or run his own enterprise, This frames the statement of the problem

OBJECTIVES

Primary objectives

1. To identify the satisfaction level of the entrepreneur about the Entrepreneur Development Program Schemes, provided by the Government of India in the region of Madurai.

SECONDARY OBJECTIVES

1. To identify the causes of Sick industries.
2. To identify the performance of the entrepreneur after EDP Program.
3. To identify the Reasons for the lack of entrepreneur.
4. To identify whether there is a significant relationship between the growth of the entrepreneur and decline of unemployment rate.

TOOLS USED FOR ANALYSIS

Research tool

A structured questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of a variety