

Awareness Level of Rural Entrepreneurs Towards Various Aspects of Entrepreneurship

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ABSTRACT

Entrepreneurship is one of the creative investment activities in the economy. It means the sum total of efforts taken by the individual for getting profit. It simply means detect and evaluate a new situation in his environment and convert it into a new business idea. Normally entrepreneurs are common people with limited knowledge. It is very important to know about each and everything related to entrepreneurship. Then only entrepreneurs can exploit their opportunities. Entrepreneurs are economic leaders. They carry a big responsibility towards the economy. This paper tries to analyse the awareness level of rural entrepreneurs' towards various aspects of entrepreneurship. Various aspects includes the environment, the duties and responsibilities etc. The present study is based on a sample respondent of 50 rural entrepreneurs from Thiruvananthapuram district. The data is analysed only with the help of arithmetic mean.

INTRODUCTION

Entrepreneurship is the sum total of all the efforts taken by an individual called entrepreneur for the intention of earning money. It is a creative activity. Here the person should take all the necessary steps to start and continue the enterprise. It is very important to bring changes in the economy through starting new inventions, especially in rural areas. It will help to increase the standard of living as well as to maintain a balanced economic development. There is difference between business and entrepreneurship. There should be a thorough knowledge is needed to conduct a good enterprise with adequate changes.

By compare with urban area, rural area is characterised by people with less opportunity and growth. It is one of the best ways to avoid the above said problems and the issues related to unemployment. Now a days Government also takes some initiatives to improve the quality of entrepreneurs through proper training. It also provides a lot of advances in the form of overdraft facility, micro finance etc. There are a number of special schemes introduced by the Government for promoting youngsters to this field. It is one of the best opportunities towards the people to exploit it. It is very important to know about the approaches of people towards entrepreneurship.

LITERATURE REVIEW

Shetty (2008) in his article College and household industries in developing economy found out that in Maharashtra entrepreneurs face a lot of financial problems mainly in the form of working capital. Menon (2007) in his article Too many schemes too little impact on poverty and the unemployment third concept observed that there are too many schemes are available to the entrepreneurs. But due to the lack of knowledge people are not utilizing these schemes. Vasant Desai (2005) in his article Rural development in India found out rural development can be done only through self employment. The rural economy can channelize a lot of agricultural supplements, through this the economy can create employment opportunities. Vasant Desai (2005) ^{^^} stated that in the rural setting, selfemployment and entrepreneurial development has been an important component of rural development. It not only supplements agriculture, the mainstay of the rural economy, but also channelizes the rural energy into a creative mould. In particular, this will go a long way in empowering women and the poor alike. Further, it creates employment opportunities. Kalyani and Chandralekha (2002) in their article Association between socio-economic demographic profile and involvement of women entrepreneurs in their enterprise management found out that socio economic and demographic environment had significant impact on the entrepreneurship started by women. The main problem they faced is from the family side. Manimekalai (2002), in her article A comparative study of working women and housewives observed that there is no difference men and women on the basis of personality, but women entrepreneurs face more problems than male entrepreneurs especially

from the family. In addition to that they face financial problems, lack of knowledge and lack of motivation.

SIGNIFICANCE OF THE STUDY

India is characterised by high population with under employment and unemployment. Government has limitation to provide employment opportunities to each and everyone. In such cases the importance of entrepreneurship exists. Modi Government introduced Make in India concept. It provides huge opportunities to survive India as independent. There are a lot of factors that affects entrepreneurship. The detailed awareness about entrepreneurship is necessary before starting a firm.

OBJECTIVES OF THE STUDY

- To develop a concept of entrepreneurship.
- To study the awareness level of rural entrepreneurs about various aspects in entrepreneurship.
- To study the problems faced by the rural entrepreneurs.
- To understand the environmental factors that affects the working of their business.
- To study the importance of entrepreneurial education programmes.

RESEASRCH METHODOLOGY

This paper is mainly based on both primary data and secondary data. Primary data is collected from 50 entrepreneurs from Thiruvananthapuram district. There are 15 villages in thiruvananthapuram. Five villages were randomly selected and ten entrepreneurs are selected from each village. A structured questionnaire is distributed among the entrepreneurs for getting data. Secondary data is collected from various articles, journal and through website.

Entrepreneurship:

In a highly populated country like India, it is very difficult avoid unemployment. But it is possible to reduce the percentage of unemployment through the commencement of innovative ventures. Entrepreneurship helps to find out new ideas. It has been given a chance for the development of nation. It helps a state to utilise the resources in the optimum level. Entrepreneurship involves all the activities taken by an entrepreneur to conduct a business. It is the practical ability to create some changes in the economy. It includes a series of activities. The main features of entrepreneurship are as follows:

- **Innovation:**
Innovation means something new towards the economy. It may be in the form of new asset, new technology, new market, new raw material, new market etc. In simple terms it should not be a similar one to the customers. This is the main difference between business men and entrepreneur.
- **Gap filling function:**
Entrepreneurship is also called a gap filling function, this is because there should be some gap between the customers taste and preference and their availabilities. An entrepreneur must identify the gap and to solve the problem through the introduction of a new product or service that is expected by the customers.
- **Risk bearer:**
Every entrepreneur must be able to bear the risk happened in his business. This is because risk is an inseparable element is business. Risk simply means the uncertainty happens in conducting business.
- **Fluctuating environment:**
The environment of entrepreneur is dynamic in nature. This is because a small change happens in the economy will sensitively affects in the business. An entrepreneur is able to adapt changes in his business on the basis of environmental conditions.

Environmental Factors Affect the Working of Entrepreneurship:

The success of every entrepreneurship depends on the adaptability of environmental changes in his business. The environment means the sum total of surroundings in which the enterprise operates. This environment may be external environment or internal environment. External environment mainly includes technological changes, new innovations, changes in the taste, preference, fashion etc, political changes, economic conditions, policies of Government etc. Internal environment of entrepreneurship includes personal traits, financial problems, employee's attitude, working condition nature of work etc. These are the main factors that affect the working of an entrepreneurship. An entrepreneur has an option either to make changes in his business or face the consequences. The main problem is faced from the part of competitors. Competitors may be from local market or from sound financial organisation. Lack of expertise knowledge, difficulty to advertise the products, fast changes in the taste and preferences of customers etc are the main threatening faced by the rural entrepreneurs.

Importance of entrepreneurial training

If we are checking the history of India, entrepreneurship plays a vital role in the development of our economy. Entrepreneurship promotes production of goods, utilisation of economy's unutilised resources, varieties of products etc. Through entrepreneurship our economy can reduce the problem of unemployment. In a state like Kerala, the standard of living is very high due to highest education. Unemployment and under employment are the dangerous situation prevailing in our economy. In such situation the importance of entrepreneurship arise. Entrepreneurship development can be achieved only through proper training. This training helps a person:

- To become confident in conducting business.
- To prepare him for face risk.
- To prepare him how to handle unexpected situations.
- To improve the efficiencies of work.
- To minimise wastage of raw materials and time.
- To improve the quality of work life.
- To adapt changes easily.

- To prepare him for broader thinking.
- To avoid number of faults.
- To make favourable changes by considering the taste of customers.

The above mentioned things can be done only through proper training. So training in entrepreneurship helps the entrepreneur to become self sufficient.

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Sl. No	Problems	Rarely	Sometimes	Frequently
1	Financial problem	-	-	50
2	Problem of proper knowledge	39	9	2
3	Lack of decision making	15	30	5
4	Lack of support from Government	46	4	-
5	Lack of support from family	8	12	30
6	Lack of technical knowledge	4	44	2
7	Problem from large business competitors	-	-	50

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2. Institutions help the entrepreneurs

Sl. No	Institutions	Yes	No
1	IDBI	6	44
2	IFCI	3	47
3	SFC	8	42
4	SIDO	-	50

5	Commercial banks	50	-
6	Co-operative banks	45	5

FINDINGS

- Majority of the sample respondents are male.
- Majority of the people are forced to become an entrepreneur due to unemployment and family affairs.
- Lack of family support is the main issue for the smooth running of the firm. Especially women entrepreneur face this.
- Every sample respondents face the financial problem frequently.
- Lack of technical knowledge is also a main threatening to the entrepreneurs.
- Most of the times entrepreneurs failed to adapt changes in their business.
- Threatening from the large scale organisations also a big problem for these entrepreneurs.
- Only few people attended in the training programmes.
- Entrepreneurs get financial assistance from commercial banks and co-operative banks. Only few people get assistance from different industrial development banks.

SUGGESSTIONS

The attitude of people towards starting an entity is a positive sign for the development of every nation. In the modern world entrepreneurs positively contribute towards GDP growth. In a country like India with high population, it is very difficult to get an employment. So the scope of entrepreneurship is very high. But they face some difficult problems. Government must take more initiatives to improve the quality of entrepreneurship through a systematic way. It is very difficult to provide employment to all the people, but it is very easy to motivate the people those who go with their dreams.

CONCLUSION

Entrepreneurs act as the key innovators of new enterprises. By creating new enterprises that lead to the creation of many employment opportunities. Entrepreneurship is essential for self-reliance for our country. It is the best suited way to convert different ideas into business. Rural area is having an advantage of unutilised natural resources. The entrepreneur can utilise this for economies of large scale of production. For all, a fresh mind with deep awareness regarding entrepreneurship is needed.

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