

**A STUDY ON ENTREPRENEURSHIP SKILLS AMONG ENTREPRENEURS  
–WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT**

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**ABSTRACT**

This study will help to identify the entrepreneurial skills among entrepreneurs in Coimbatore District. India is one of the countries, which have accorded high priority to entrepreneurship development. The communities, which have mainly provided entrepreneurs to our country, are Parsis, Gujaratis and Marwaris. The word entrepreneur is derived from the French word, Entrepreneur which means a person who undertakes the task of bringing together various resources and manage them to achieve desired results and take some share. The objectives of the study are To identify the socio-economic background of the selected entrepreneurs, to analyse the entrepreneurial skills among entrepreneurs, to identify the problems faced by entrepreneurs and to examine the attitude towards enterprise through variables. For this purpose there are 531 respondents were taken for this study. Convenient sampling method adopted for this study. It is found that Majority of the e-entrepreneurs (78.00%) belong to the age group up to 40 years. Majority of the e-entrepreneurs 315 (59.30%) are male. Regarding marital status, majority of the e-entrepreneurs (96.90%) are married. This study concluded that It has been possible, to a large extent, to identify the factors that ultimately distinguished between good performer and poor performer of entrepreneurship. The findings of the study though confined to a small geographical area have wider relevance to entrepreneurship.

**INTRODUCTION**

The natural and human resources of a country are of primary importance for the development of economic life of the inhabitants. The natural resources determine the economic life of a nation. The process of economic development involves utilisation of physical resources by human resources. The quality and quantity of human resources are therefore importance for initiating changes on existing conditions of a economy. Entrepreneurship, a rare human quality, is considered a necessary condition for economic development.

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Entrepreneur is a highly respected word in the developed world. It conjures supervision of active, purposeful men and women accomplishing a wide variety of significant deeds. The entrepreneur is an importance change agent in every society. He bridges the gap between plan and reality. Classical economist visualized entrepreneurship in industry and agriculture too. Agricultural entrepreneurship is visible in plantation and other allied industries. The prime motto of entrepreneurship in both the areas may be to accumulate or earn profit. In the present study an entrepreneur is defined as a person who carries on business under any circumstances in the small sector.

**II. REVIEW OF LITERATURE**

**Robert Kennedy (2013)** in his study entitled "The protest and ethnic and the Parsis found that Parsis Entrepreneurship could be explained by their Zoroastrian teaching.

**Sayigh Yusif (2000)** in his study entitled "Entrepreneurs in Lebanon" of 207 innovative entrepreneurs in Lebanon, found that religious and social structures factors are not significant in inhabiting the supply of Entrepreneurship.

**Gray and Ariss (1985)** in their study titled "Politics and Change across organisational life Cycles" found that entrepreneurs strongly desire to control the activities of their organisation.

**Krsishna and Dinesh Awasthi (1994)** in their study entitled “responsiveness of small and tiny enterprises to policy reforms in India” felt that it is established that work experience has been a strong factor influencing the establishment of owner-managed enterprises.

### **III.STATEMENT OF THE PROBLEM**

Entrepreneurship is one of the most important dynamic forces that can help to shape the economics of the nation today. Entrepreneurship is an engine that provide employment to people , while generating wealth. So, there is need to identify the peoples skills, talents, willingness to learn new skills, improve the existing skills, readiness to become entrepreneurs and factors influencing entrepreneurship. It is also essential to measure their involvement, performance, problems encountered and attitude towards the enterprise for developing their skills. Hence, it is considerable interest to know:

- What are the entrepreneurial skills hidden among entrepreneurs?
- What is the attitude towards enterprise?

### **IV.OBJECTIVES OF THE STUDY**

To identify answer for the above problem, the following objectives have been raised in the minds of the researcher are as follows:

- To identify the socio-economic background of the selected entrepreneurs.
- To identify the problems faced by entrepreneurs and to examine the attitude towards enterprise through variables.

### **V.METHODOLOGY**

The methodology consist of data, sampling size, sampling method, area of the study.

#### **5.1 Data**

This study is based on both Primary and secondary data. The primary data have been collected from the selected entrepreneurs in Coimbatore district. With the help of well-structured questionnaire. The secondary data obtained from various journals, magazines, books, websites etc.,

#### **5.2 Sampling Design and sampling method:**

In order to evaluate the entrepreneurial skills, there are 100 entrepreneurs were selected from Coimbatore District by using convenient sampling method.

#### **5.3 Area of the study**

The Study covers Coimbatore District of Tamilnadu only.

Framework of Analysis:

Chi-square test is an important non-parametric test and it is used as a test of independence between respondents profile and entrepreneurship and their attitude towards enterprising.

The ‘t’ test is applied to find out the significant difference between two means of any variables in this study.

In order to identify the problems faced by entrepreneurs Friedman rank test have been applied.

### **VI. SCOPE OF THE STUDY**

The study covers entrepreneurial skills of entrepreneurs of the enterprises in a small scale sectors in Coimbatore district like sweet stall, bakery, stationary shop, cloth shop etc.,

### **VII.ANALYSIS AND INTERPRETATION**

#### **7.1 SOCIO ECONOMIC BACKGROUND OF THE RESPONDENTS**

**Table 1.1 Profile of the entrepreneurs**

| <b>Particulars</b> | <b>Number of respondents</b> | <b>Percentage</b> |
|--------------------|------------------------------|-------------------|
| <b>Age</b>         |                              |                   |

|                                      |     |       |
|--------------------------------------|-----|-------|
| Up to 30 years                       | 414 | 78.00 |
| 31-40                                | 81  | 15.30 |
| 41-50                                | 36  | 6.80  |
| <b>Education</b>                     |     |       |
| School level                         | 108 | 20.30 |
| College Level                        | 154 | 28.80 |
| Diploma                              | 157 | 28.90 |
| Graduate                             | 117 | 22.00 |
| <b>Gender</b>                        |     |       |
| Male                                 | 315 | 59.30 |
| Female                               | 216 | 40.70 |
| <b>Social Class</b>                  |     |       |
| Forwards(FC)                         | 131 | 24.70 |
| Back ward/Most Backward(BC/MBC)      | 207 | 39.00 |
| Schedule Caste/Schedule Tribes       | 193 | 36.30 |
| <b>Nature of the family</b>          |     |       |
| Nuclear Family                       | 295 | 55.55 |
| Joint Family                         | 236 | 44.45 |
| <b>Marital Status</b>                |     |       |
| Unmarried                            | 18  | 03.40 |
| Married                              | 513 | 96.60 |
| <b>Size of the family</b>            |     |       |
| Up to 3                              | 171 | 32.20 |
| 4-5                                  | 126 | 23.70 |
| Above 5                              | 234 | 44.10 |
| <b>Earning Members of the family</b> |     |       |

|                 |     |       |
|-----------------|-----|-------|
| One             | 108 | 20.30 |
| Two             | 279 | 52.50 |
| More than Three | 144 | 27.10 |

**Source: primary Data****N=531**

Table 1.1 shows that, majority of the e-entrepreneurs (78.00%) belong to the age group up to 40 years. Majority of the e-entrepreneurs 315 (59.30%) are male. Regarding marital status, majority of the e-entrepreneurs (96.90%) are married. E-entrepreneurs with Diploma qualification constitute 28.90%. Majority of the e-entrepreneurs (39.00%) belong to backward/Most Backward community. Regarding size of the family consist of above 5 members (44.10%). Majority of the e-entrepreneurs (52.50%) family having two earning members in their family.

## **7.2 ASSOCIATION BETWEEN PERSONAL PROFILE AND THEIR ATTITUDE TOWARDS ENTERPRISES**

An attempt has been made to analyse the Association between personal profile and their attitude towards enterprises with the help of chi-square test. The chi-square value and its significance are calculated for each profile separately. The results are presented in Table 1.2

**TABLE 1.2 ASSOCIATION BETWEEN PERSONAL PROFILE AND THEIR ATTITUDE TOWARDS ENTERPRISES**

| Profile variables    | Calculated Chi-square Value | Table value @ 5 % level | Significance    |
|----------------------|-----------------------------|-------------------------|-----------------|
| Age                  | 31.0130                     | 26.185                  | Significant     |
| Education            | 50.0854                     | 36.304                  | Significant     |
| Gender               | 7.0139                      | 2.377                   | Significant     |
| Caste                | 11.0855                     | 21.017                  | Not Significant |
| Nature of the Family | 5.0659                      | 9.377                   | Not significant |
| Marital Status       | 13.5109                     | 21.015                  | Not Significant |
| Size of the family   | 22.1413                     | 26.185                  | Not Significant |
| Earning members      | 20.0671                     | 26.185                  | Not Significant |

From the table 1.2, it has been inferred that the significantly associated profile variables with the attitude of entrepreneur towards their enterprise are age, education and Gender, since their calculated chi-square value are greater than the respective chi-square table value at 5 percent level. There is no association between attitudes towards enterprise and profile variables namely caste, nature of the family, marital status, size of the family and earning members, since their calculated chi-square value are lesser than the respective chi-square table value at 5 percent level. There is an association between attitudes towards enterprise.

## **7.3 PROBLEMS OF ENTREPRENEURSHIP**

For the study, the problems encountered by the entrepreneurs are confined to thirteen problems namely poor infrastructure, shortage of finance, acute competition, lack of collateral security, lack of time etc., the above said problems rated by the entrepreneurs on a five point scale.

**Table 1.3 PROBLEMS OF ENTREPRENEURSHIP**

| S.No | Problems of Entrepreneurship | Mean Score | Rank |
|------|------------------------------|------------|------|
| 1.   | Poor infrastructure          | 12.16      | 1    |
| 2.   | Shortage of finance          | 4.32       | 7    |
| 3.   | Acute competition            | 6.74       | 5    |
| 4.   | Lack of collateral security  | 9.75       | 2    |

|     |                                  |       |   |
|-----|----------------------------------|-------|---|
| 5.  | Lack of time                     | 12.16 | 1 |
| 6.  | Lack of family support           | 7.03  | 4 |
| 7.  | Lack of network                  | 12.16 | 1 |
| 8.  | Lack of Demand                   | 7.03  | 4 |
| 9.  | Poor information flow            | 9.45  | 3 |
| 10. | Higher credit sales              | 9.75  | 2 |
| 11. | Lack of innovation               | 6.74  | 5 |
| 12. | Defective marketing arrangements | 9.75  | 2 |
| 13. | High cost of Capital             | 5.75  | 6 |

From the Friedman rank test (table 1.3), it is inferred that majority of the e-entrepreneurs have given first rank for the problems such as Poor infrastructure, Lack of time, Lack of network and second rank given to Lack of collateral security, Higher credit sales, Defective marketing arrangements and third rank given to Poor information flow and fourth rank given to Lack of family support, Lack of Demand and fifth rank given to Acute competition, Lack of innovation and sixth rank given to High cost of Capital and seventh rank given to Shortage of finance.

## **VIII.FINDINGS OF THE STUDY**

### **Findings of the study are as follows:**

Majority of the e-entrepreneurs (78.00%) belong to the age group up to 40 years. Majority of the e-entrepreneurs 315 (59.30%) are male. Regarding marital status, majority of the e-entrepreneurs (96.90%) are married. E-entrepreneurs with Diploma qualification constitute 28.90%. Majority of the e-entrepreneurs (39.00%) belong to backward/Most Backward community. Regarding size of the family consist of above 5 members (44.10%). Majority of the e-entrepreneurs (52.50%) family having two earning members in their family.

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## **IX.SUGGESTIONS OF THE STUDY**

Based on the findings and views expressed by the entrepreneur the following suggestions are made for the improvement of entrepreneurship skills.

To install confidence, intensive training may be given to the aspirants for setting up work units so that some group work unit may be established. For marketing their goods, practical strategies need to be worked out.

To enhance entrepreneurs talent and experience in business, proper skill oriented training may be provided.

Educational institutions offer courses, which will help to inculcate the entrepreneurial skill among the youth. Entrepreneurs have to be innovative.

**X. CONCLUSION**

This study gone into an in-depth study of the socio-economic background and personal traits of the perspective entrepreneurs. It has been possible, to a large extent, to identify the factors that ultimately distinguished between good performer and poor performer of entrepreneurship. The findings of the study though confined to a small geographical area have wider relevance to entrepreneurship.

Thus it may be concluded from the analysis that new generation entrepreneurs should take cognizance of the entrepreneurial environment with a practical and theoretical understanding of entrepreneurship. Skill upgradation on aspects like marketing strategies should be constantly updated through proper networking facilities. The training on marketing and information technologies would determine the success of enterprises. The mass media media influence on social behaviour is quiet significant.

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