

## A STUDY ON CONSTRAINTS OF ENTREPRENEURS IN COASTAL AREA OF KANNIYAKUMARI DISTRICT

**1. Dr. R. Mohammed Abubakkar Siddique**, Assistant Professor, Department of Commerce (Aided), Pioneer Kumaraswamy College, Nagercoil. Mail id: professor2601@gmail.com

**2. Dr. N. Indira**, Assistant Professor, Department of Commerce (Aided), Pioneer Kumaraswamy College, Nagercoil. Mail id: innthiraa@gmail.com

### Abstract

Entrepreneurs face many challenges in today's ultra-competitive business world. Fortunately, entrepreneurs also have more resources than ever before to tackle those problems. Cash flow is essential to small business survival, yet many entrepreneurs struggle to pay the bills (let alone themselves) while they're waiting for checks to arrive. Economic development essentially means a process of upward change whereby the real per capita income of the people increases over a period of time. Both Men and Women in business play a vital role in economic development. Entrepreneurs serve as the catalyst in the process of industrialization and economic growth. Technical progress alone cannot lead to economic development, unless technological break through are put to economic use by women and men in business. The study gives a clear idea of constraints and satisfaction of entrepreneurs in coastal area of kanniyakumari district. Majority of the respondents in the age group of 21-30 years young entrepreneurs in the study area. So family members and government have to motivate them to start business. Majority of the respondents are having constraints "lack of idea about import and export", raising funds and choosing the products. So concerned authorities should take necessary steps to eliminate their problems. Most of the sample respondents are satisfied because they have gained "wider knowledge, self-confidence and leadership qualities": from their business

**Key words:** Entrepreneurs, Economic development, wider knowledge, Coastal areas.

### 1.1 INTRODUCTION

Coastal areas are commonly defined as the interface or transition areas between land and sea, including large in land lakes. Coastal areas are diverse in function and form, dynamic and do not land themselves well do definition by strict

spatial boundaries. Unlike water shade, there are no exact natural boundaries that unambiguously delineate coastal areas.

Entrepreneurship is the art of starting a business, basically a start-up company offering creative product, process or services we can say that in is an activity full of creativity. An entrepreneur perceives everything as a chance and displays bits in taking definition to exploit the chance.

An entrepreneur is a creator or a designer who design new ideas and business process according to the market requirement and his/her own passion. To be a successful entrepreneur it is very important to have managerial skill and strong team building abilities. Leadership attributes are a sign of successful entrepreneurs. Some political economists regard leadership, management ability, and team building skills to be the essential qualities of an entrepreneur is an innovator or a creator who introduces something new to the firm or economy it can be a new method of production, a new product a new sources of material , a new market or any other similar innovation. Thus, an entrepreneur is an innovator, creator, borrower, purchaser, etc...

The performance of an entrepreneur is dependent on his/her ability and willingness to perform. Here, by ability we mean a function of education, experience and skill and by willingness we mean to perform depending upon the level of motivation. Motivation is one of the fundamental factors required for an entrepreneur to promote his/her ideas.

The team motivation has been derived from the word ‘motivate’ which is nothing but what prompts any person to act in a particular manner. Motivator is the definition of a person’s goals, dreams and needs. They direct human behaviour to towards achieving their goal.

This cultural connection to the coastal shows up in many different ways, including food and leisure activities. Residents of the gulf coast, for instance, are more familiar with food made from shrimp, a seafood native to the warm waters of the Gulf of Mexico. Maine, on the northern east coast, is famous for its lobster.

## 1.2 STATEMENT OF THE PROBLEM

Entrepreneurs face many challenges in today's ultra-competitive business world. Fortunately, entrepreneurs also have more resources than ever before to tackle those problems.

Cash flow is essential to small business survival, yet many entrepreneurs struggle to pay the bills (let alone themselves) while they're waiting for checks to arrive. Part of the problem stems from delayed invoicing, which is common in the entrepreneurial world you perform a job, send an invoice, then get paid (hopefully) 30 days later. In the meantime, you have to pay everything from your employees or contractors to your mortgage to your grocery bill. Waiting to get paid can make it difficult to get by- and when a customer doesn't pay, you can risk everything.

The next step in defining the problem is to understand its origin and nature clearly. The best way of understanding the problem is to discuss it with those who first raised it in order to find out how the problem originally came about and with what objectives in view. If the researcher has stated the problem himself, he should consider once again all those points that included him to make a general statement conserving the problem, for a better understanding of the nature of the problem involved, he can enter into discussion with those who have a good knowledge of the problem concerned or similar other problems. The researcher should also keep in view the environment with in which the problem is to be studied and understood.

### 1.3 OBJECTIVE OF THE STUDY

The present research has the following objectives, they are

- To know the social economic conditions of coastal area Entrepreneurs.
- To know the constrains of coastal Entrepreneurs.
- To assess the level of satisfaction in their business.
- To provide suitable suggestion to become a success entrepreneurs in coastal area of kanniyakumari district.

### 1.4 RESEARCH DESIGN

- The sample size of chosen for study is 59 samples.
- The simple sampling method was used to select-samples.

### 1.5 SOURCE OF DATA

- The study is based on both primary data and secondary data.
- The sources of primary data were collected from the respondents of the coastal area entrepreneurs.
- Secondary data were collected from websites, book and magazines etc...

### 1.6 COLLECTION OF DATA

The interview schedule is the major tool administration for collecting primary data from the respondents.

### 1.7 STATISTICAL TOOLS

Statistical tools like percentage analysis, Chi- square test, , Bar chart and were used in this research.

### 1.8 SCOPE OF THE STUDY

The present research covers coastal area of kanniyakumari district and it covers the socio economic condition, constraints, satisfaction, aware about government schemes.

## **1.9 LIMITATION OF THE STUDY**

- ❖ Time duration for study is very limited.
- ❖ Area of study covers only coastal area of kanniyakumari in this research, so the findings will not apply other areas.

## **ANALYSIS AND INTERPRETATION OF DATA**

The analysis of data requires a number of closely related operations a number of categories and application of categories and tabulation. In this study data have been collected from 59 respondents for analyzing the Constraints of entrepreneurs in coastal area of kanniyakumari district.

## **Findings of the Study**

The present study has the following findings

- Out of 59 respondents, majority of the respondents in the age group of 21-30 years young entrepreneurs in the study area.
- Out of 59 respondents, majority of the respondents (52.5 percent) are male entrepreneurs in the study area.
- Out of 59 respondents, most of the of the respondents (33.9 percent) were completed U G level entrepreneurs in the study area
- Out of 59 respondents, most of the respondents (61 percent) were unmarried entrepreneurs in the study area.
- Out of 59 respondents, most of the respondents (57.6 percent) got benefits from the government in the study area.
- Out of 59 respondents, only least no of the respondents (28.8 percent) got loss by the strom in the study area.
- Out of 59 respondents, most of the respondents (54.2) got salary between 50000-60000 in the study area.
- Out of 59 respondents, most of the respondents (89.8) save money for future needs in the study area

- Out of 59 respondents, most of the respondents (44.1 percent) save Rs.25000-35000 per month in the study area
- Out of 59 respondents, most of the respondents (20.3 percent) save their money in post office and only 5.1 percent of respondents save their money in shares & securities in the study area
- Out of 59 respondents, most of the respondents (42.4percent) spent more on education in the study area
- Out of 59 respondents, most of the respondents (76.3percent) were able to meet their adequate family expenditure in the study area.
- Out of 59 respondents, most of the respondents (33.9 percent) get money from the banks by taking loans in the study area.
- Out of 59 respondents, only least respondents (6.8 percent) family made expenses of above Rs.40000 in the study area.
- Out of 59 respondents, Most of the respondents (61 percent) made a capital expenditure of Rs.1000000-200000 in the study area.
- Out of 59 respondents, Most of the respondents (32.2 percent) are not aware about usage of government schemes and subsidies in the study area.
- Out of 59 respondents, Most of the respondents (37.3percent) were running boat in the study area.
- Since the p value is less than 0.05, so the null hypothesis is rejected and alternative hypothesis is accepted.it means there is relationship between family income and savings of the respondents in the study area.
- Majority of the respondents are having constraints “lack of idea about import and export”, raising funds and choosing the products.
- Most of the sample respondents are satisfied because they have gained “wider knowledge, self-confidence and leadership qualities”: from their business.

### 4.3 Suggestions:

The Detailed examination of the study was done and the following suggestions are made:

- Majority of the respondents in the age group of 21-30 years young entrepreneurs in the study area. So family members and government have to motivate them to start business.
- Majority of the respondents are having constraints “lack of idea about import and export”, raising funds and choosing the products. So concerned authorities should take necessary steps to eliminate their problems.
- Most of the respondents (32.2 percent) are not aware about usage of government schemes and subsidies in the study area.so government and banks should advertise by social media and SMS to them.
- Entrepreneurship Development Institute of India (EDII) is providing funds to EDP cell in colleges’. So the colleges may try to create EDP cells in each college to create awareness among youngsters.
- Educational Institution can arrange Entrepreneurship Awareness Camp (EAC) by using funds provided by Entrepreneurship Development Institute of India (EDII). By this way they can create many young entrepreneurs and it will reduce unemployment rate in India.
- Entrepreneurial awareness camps should be provided in rural areas to make them aware of the hidden entrepreneurial capabilities and motivate them to do justice to these capabilities.
- The government may allocate more funds in the ensuring Five Year Plans to improve the financial performance of women in business.

### 4.4 CONCLUSION:

Economic development essentially means a process of upward change whereby the real per capita income of the people increases over a period of time. Both Men and Women in business play a vital role in economic development. Entrepreneurs serve as the catalyst in the process of industrialization and economic growth. Technical progress alone cannot lead to economic development, unless technological break through are put to economic use by women and men in business. The study gives a clear idea of



constraints and satisfaction of entrepreneurs in coastal area of kanniyakumari district. Majority of the respondents in the age group of 21-30 years young entrepreneurs in the study area. So family members and government have to motivate them to start business. Majority of the respondents are having constraints “lack of idea about import and export”, raising funds and choosing the products. So concerned authorities should take necessary steps to eliminate their problems.

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### E. thesis resource

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2. <http://pqdtopen.proquest.com/>
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