PERFORMANCE EVALUATION OF RURAL ENTREPRENEURS IN

COIMBATORE – AN EMPRICAL STUDY

AUTHORS

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ABSTRACT

Any country, particularly a developing one, depends to a great extent on industrialization for its progress. The industrial sectors which are relatively labour intensive play a vital role in the process, in achieving national objectives like increasing production, providing more employment opportunities, minimising regional disparities and reducing inequalities in income distribution. In India, the emphasis on industry has grown with the introduction of each five year plan. A large number of innovative fiscal incentives and concessions and other supporting facilities are being provided to entrepreneurs for strengthening the economic base, leading thereby to more intensive industrialisation. Such provisions include subsidies; credit on easy terms, planned training programmes, supply of machinery on hire purchase facility and technical counseling, this in turn has helped the development of successful performance of entrepreneurs.

Key words: Rural entrepreneurs, performance evaluation.

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I. INTRODUCTION

According to the World Bank collection of development indicators, compiled from officially recognized sources;in India, the rural population (% of total population) accounted to 65.53 % in 2019. Rural population growth (annual %) in India was reported at 0.34285 % in 2019, according to the World Bank collection of development indicators, compiled from officially recognized sources. Major population of our country is from villages.A successful entrepreneur makes maximum utilization of factors of productions like land, labour, capital andorganization.Entrepreneurshipdevelopment is the essence of rapideconomic development

The focus of the present study is on the entrepreneur of a business organisation and his competency required to carry on the business successfully and to evaluate his performance. A successful entrepreneur is always aware of the new developments and changes that take place around him in the society and is prepared to adapt to the changing needs of the society. He is the central point, around whom all other factors of production, productive resources and techniques shall revolve. He integrates talent, abilities and drives to transform the resources into profitable ventures. Studies on entrepreneurs have revealed that personality and cultural or social factors are related to entrepreneurial behaviour. Traits such as self confidence, creativity, persistence, calculated risk taking capacity, determination, need for achievement, individuality, leadership, versatility, optimism and liking for challenges characterise the entrepreneurial person[1].

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[1] *Maichique, M.A., Entrepreneurs, Champions and Technological Innovation, Sloan Management Review, California, Winter, 2006, pp. 56-76.*

The entrepreneurial competency comes in to play its critical role in taking such proactive approaches with the environment. Therefore, the role of an entrepreneur's competency is highly a critical factor in achieving excellence in performance to ensure a sustainable growth and success of a venture amidst a competitive business environment. Therefore the importance of entrepreneurial competency has been increased during the past few decades due to the strategic role played by the human factor particularly the entrepreneur of a business enterprise. The person behind the successful performance is called the entrepreneur and the caliber required to carry on his business successfully is called his competency[2].

The focus of organisations has been changed in favors of being excellent in their respective areas of operations. But the firm's performance is inevitably constrained by the opportunities and the threats that are presented by a number of factors including its environmental conditions, in which the firm operates. Under these circumstances small and medium enterprises are more vulnerable to external influences than large firms. However smaller firms are also better placed than larger firms to respond to their environments and the opportunities it presents in a way that serves their interests. It is important that the entrepreneurs must react with the environment proactively in order to minimise the negative effect of the challenging business environments[3].

II. STATEMENT OF THE PROBLEM

Coimbatore district has been a leading and pioneering revenue unit in Tamil Nadu. This district has been endowed with plenty of both natural and human resources which are highly productive. The right type of entrepreneurs could find an enlarged and rewarding scope for their ventures in Coimbatore district. Though industries are coming up in good

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[2] *Timmons, J.A., Characteristics and Role Demands of Entrepreneurship, American Journal of Small Business, 3 (1997), pp. 5-17.*
[3] *Gupta S.K., 'Entrepreneurship Development Training Programme in India', Small Enterprise Development', Vol. 1, No.4, December 2009.*

number here, the unexplored resources and promising potentials are considerable and deserving. A good number of entrepreneurs – male and female; small and big – has already emerged and been in productive ventures. Some function with their own capital and many depend on banks or the district industrial centre (DIC) or certain private agencies for capital. Outsourcing is common everywhere.

The study of entrepreneurship has relevance today, not only because it helps entrepreneurs better fulfill their personal needs but because of the economic contribution of the new ventures. More than increasing national income by creating new jobs, entrepreneurship acts as a positive force in economic growth by serving as the bridge between innovation and market place. Although government gives great support to basic and applied research, it has to have great success in translating the technological innovations to products or services. Although entrepreneurship offers a promise of marriage of those research capabilities and business skills that one expects from a large corporation, the results have not been spectacular. This leaves the entrepreneur, who frequently lacks both technical and business skills, to serve as the major link in the process of innovation, development, and economic growth and revitalisation. The study of entrepreneurship and education of potential entrepreneurs are essential parts of any attempt to strengthen this link so essential to a country's economic well-being[4].

III. NEED OF THE STUDY

Modern India is in need of substantial growth of the industrial and agricultural sectors for her march towards a global power and to successfully meet the social obligations such as poverty alleviation, raising standard of living, and meaningful employment to all. The role of entrepreneurs in this aspect is highly significant. Indian entrepreneurs have been instrumental in shaping the destiny of millions by providing them employment in their enterprises,

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[4] *Miner, J.B., Smith, N.R., & Bracker, J.S. (2004). Role of entrepreneurial task motivation in the growth of technologically Innovative firms: interpretations from follow-up data. Journal ofApplied Psychology, 79, 627630.*

venturing into untested arena, and introducing innovative business strategies. This naturally draws our attention to investigate as to how Indian entrepreneurs succeed in their ventures and the essence of such enquiry can be used as benchmark for budding and aspiring entrepreneurs[5].

The study of entrepreneurship and their performance evaluation has relevance today, not only because it helps entrepreneurs better fulfill their personal needs but because of the economic contribution of the new ventures. More than increasing national income by creating new jobs, entrepreneurship acts as a positive force in economic growth by serving as the bridge between innovation and market place. Although government gives great support to basic and applied research, it has to have great success in translating the technological innovations to products or services. Although entrepreneurship offers a promise of marriage of those research capabilities and business skills that one expects from a large corporation, the results have not been spectacular[6].

IV. OBJECTIVES OF THE STUDY

- To study the profile of rural entrepreneurs in Coimbatore district.

- To evaluate rural entrepreneurs performance in the study area.

- To identify the factors influencing, factors affecting entrepreneurs in the study area.

- To know the various performance indicators, measures and dimensions.

- To find out the extent of problems faced by entrepreneurs in the study area.

V. METHODOLOGY

- ✓ Sample size –65respondents

- ✓ Respondents –Rural Entrepreneurs (65)

- ✓ Sampling Method - Stratified sampling method,

[5] Fornell, C., & Larcker, D.F. (1991). Evaluating structural equation models with unobservable variables and measurement errors. Journal ofMarketing Research, 18, 39-50.
[6] Olve, N.G., Roy, J., & Wetter, M. (1999). Performance Drivers; A Practical Guide to Using the Balanced Scorecard. New York; Wiley.

✓ Sample Plan - Interview schedule (Primary Data)

✓ Sample Unit - the enterprises (Companies/Business)

✓ Sample area – Coimbatore District

✓ Data analysis - SPSS (IBM 25.0)

Definition: Rural Entrepreneurship: The shifting of rural folk from agriculture to manufacturing and other service activities must not lead to migration of people to urban areas. Hence, industries like Textile machines, pumps and motors, paper, sugar, flour mills, various types of Electrical and Non-Electrical machines etc. should be established in the rural area itself. Moreover, rural entrepreneurs establish a link between agricultural allied activities such as poultry, sheep breeding, piggery end dairy development and agro based industries like sugarcane processing, crushing processing of food-grains, fruits and vegetables. There is much scope in agricultural market for storage and distribution of chemical fertilizers, improved seeds, agricultural implements, pesticides, insecticides and consumer articles.

Table 1
Major Activities/Clusters in Coimbatore District

Sl.no	Activity	Major center	Blocks
1	Textile Mills	Udumalpet,Pollachi, Annur,Sulur,Ganapathy (Spread through out the district)	Gopalapuram, Saravanampatti, Edayarpalayam
2	Auto components manufacturers	Sanganoor, kurudampalayam, Udayampalayam	Sanganoor, Bharathiyar Nagar, Chinnavedampatti
3	Matches	Singanallur, Perinayaickenpalay, Makkinampatty	Singanallur, Thekkupalayam, Pollachi
4	Power looms	Pallapalayam, Kangayamapalayam, Somanur	Bharathipuram, Sulur, Karumathampatti
5	Rice mills	Kavundam Palayam, Podanur, Peelamedu	Edayarpalyam ,Podanur, Naickenpalayam
6	Sericulture	Sundakkamuthur	Sundakkamuthur
7	Brick/Tile Works	Thadagam, Marauthamalai, Edayarpalayam	Somayampalayam, Marauthamalai, Edayarpalayam
8	Brass works	Sanganoor, Ganapathypudur	Sanganoor, Urumandampalayam
9	Wet grinder	Vinayagapuram,	Saravanampatti, Mettupalayam,

		Kuppakonam Pudur, Kurichi	Madukkarai
10	Coir based Industries	Chinnavedampatti, Neelikonampalayam	Athipalayam, Neelikonampalayam
11	Metal industries	Rathinapuri, KNG Pudur Pirivu, Karumbukkadai	Saravanampatti, somayampalayam, Karumbukkadai
12	Oil Mills	Siddhapudur, Siruvani	Siddhapudur, Kalampalayam
13	Pottery	Singanallur , Kurichi	Singanallur, Kurichi
14	Electronics manufacturer	Kalappa Naicken Palayam, Chinnavedampatti, Sarvampatti.	Somiyampalayam, Athipalayam Pirivu, Sivanandhapuram

Source: Directorate of Industries and Commerce, Coimbatore

Table 2
Activities and sample size of the study

Sl.no	Activity	Blocks	No of sample units	No of respondents
1	Textile Mills	Edayarpalayam	5	5
		Saravanampatti	5	5
2	Power looms	Bharathipuram	5	5
		Sulur	5	5
3	Rice mills	Edayarpalyam	5	5
4	Sericulture	Sundakkamuthur	5	5
5	Brick/Tile Works	Somayampalayam	5	5
6	Coir based Industries	Athipalayam	5	5
7	Oil Mills	Siddhapudur	5	5
8	Pottery	Singanallur	5	5
9	Electronics manufacturer	Somiyampalayam	5	5
		Athipalayam Pirivu	5	5
		Sivanandhapuram	5	5
		Total	**65**	**65**

Source: Secondary data

VI. LIMITATIONS

- Due to time constraint, the researcher could not undertake extensive journeys for data collection.

- The study is confined to the respondents (entrepreneurs) of Coimbatore district only.

- The primary data were collected through interview method which is subjected to recall bias.

VII. FRAMEWORK OF ANALYSIS

Independent variables:1
- Age
- Gender
- Education qualification
- Marital status
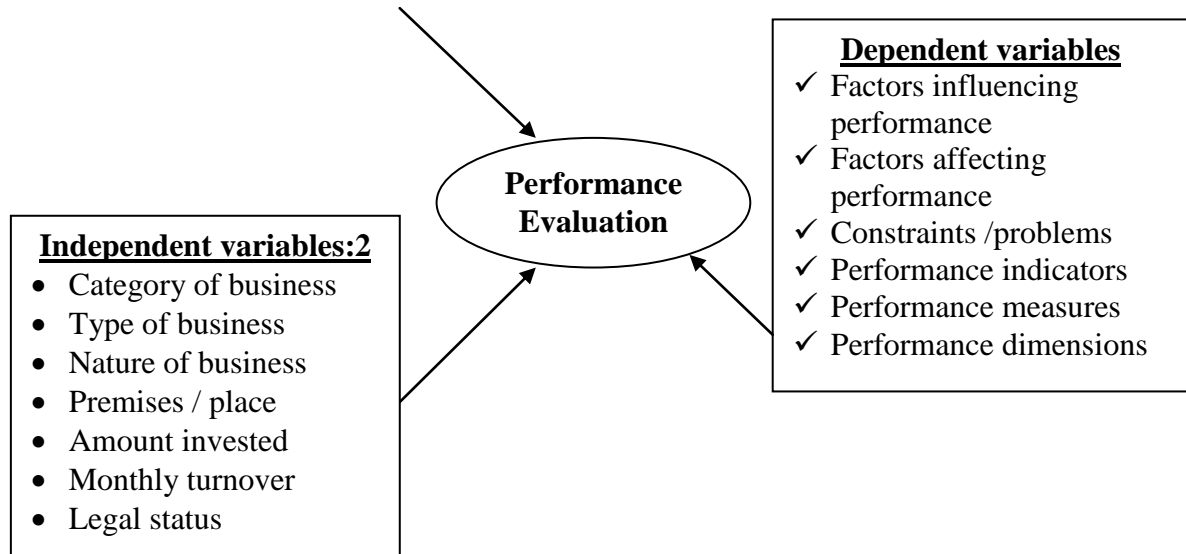
VIII. FRAMED HYPOTHESIS

Ho: There is no significant relationship betweenindependent variable and dependent variables

IX. ANALYSIS OF DATA

Table 3
Distribution on profile of respondents – Percentage analysis

Sl.no	Particulars	No. of respondents	Percentage
1.	**Age**		
	Below 25years	7	11
	26- 35years	11	17
	36-45years	13	20
	45 & above	34	52
	Total	**65**	**100**
2.	**Gender**		
	Male	62	95
	Female	3	5
	Total	**65**	**100**
3.	**Educational qualification**		
	below high school	6	9
	Higher secondary	35	56
	Graduation	13	20
	Post-Graduation	5	7
	Intermediate	2	2
	Diploma	4	6
	Total	**65**	**100**
4.	**Marital status**		

	Married	57	87
	Un-married	8	13
	Total	**65**	**100**
5.	**Year ofexperience**		
	Below 10 yrs.	3	5
	11-20 yrs	5	7
	21- 30 yrs	11	16
	Above 30 yrs	46	72
	Total	**65**	**100**

Source: Primary data

Table 4
Distribution on related information – Percentage analysis

Sl.no	Particulars	No. of the respondents	Percentage
1	**Category of business**		
	First generation	33	51
	Second generation same business	23	35
	Second generation different business	9	14
	Total	**65**	**100**
2	**Type of business**		
	Manufacturing	24	37
	Production	21	32
	Trading	20	31
	Total	**65**	**100**
3	**Nature of business**		
	Sole ownership	24	37
	Partnership/joint	12	18
	Company	14	21
	Family business	16	24
	Total	**65**	**100**
4	**Business premises**		
	Home	23	35
	Own building	18	27
	Rental building	25	38
	Total	**65**	**100**
5	**Amount of investment**		
	5 lakhs – 15 lakhs	53	96
	16 lakhs -25 lakhs	7	3
	26 lakhs and above	5	1
	Total	**65**	**100**
6	**Monthly turnover**		
	Upto 20000	14	22
	20001-30000	22	34
	30001-40000	16	25
	40001 & above	13	19
	Total	**65**	**100**
7	**Legal status**		
	Registered	61	94
	Not registered	4	6

	Total		65	100

Source: Primary data

Table 5
Distribution testing of hypothesis –Chi-square @ 5% level of significance

Sl.no	Particulars	Calculated value	Degrees of the freedom	Table value	Result
1	Age and performance	15.959	3	7.815	**Significant**
2	Gender and performance	15.795	1	3.841	**Significant**
3	Educational qualification and performance	15.857	5	7.070	**Significant**
4	Marital status and performance	12.251	1	2.706	**Significant**
5	Year of experience and performance	12.039	3	6.251	**Significant**

Source: Computed data

Table 6
Distribution on relationship between indicators and performance evaluation – ANOVA

Sl.no	Particulars	Source	D.F	SS	MS	F	Result*
1	Innovation	Between groups	2	103.625	11.514	95.41**	**Rejected**
		Within groups	335	1205.5	2.624		
2	Management capabilities	Between groups	2	544.324	60.480	21.79**	**Rejected**
		Within groups	335	173.26	2.750		
3	Employee relation/satisfaction	Between groups	2	913.937	11.548	74.27**	**Rejected**
		Within groups	335	1430.3	2.242		
4	Quality and brand value	Between groups	2	869.058	96.562	42.91**	**Rejected**
		Within groups	335	134.88	2.293		
5	Intellectual capital	Between groups	2	160.484	17.83	52.49**	**Rejected**
		Within groups	335	175.52	2.283		
6	Customer loyalty/Satisfaction	Between groups	2	137.477	17.497	69.19**	**Rejected**
		Within groups	335	144.13	2.211		
7	Sustained Profitability	Between groups	2	108.699	12.077	45.43**	**Rejected**
		Within groups	335	158.49	2.58		
8	Competitive strength	Between groups	2	138.625	17.625	62.32**	**Rejected**
		Within groups	335	107.36	2.205		

9	Long term strategic goals	Between groups	2	545.109	60.568	23.15**	**Rejected**
		Within groups	335	103.32	2.605		
10	Operational performance	Between groups	2	472.875	55.541	23.58**	**Rejected**
		Within groups	335	135.89	2.209		
11	Suppliers	Between groups	2	753.723	83.747	69.35**	**Rejected**
		Within groups	335	122.160	2.113		
12	Public relation(image)	Between groups	2	435.548	178.52		**Rejected**
		Within groups	335	352.75	51.60	47.29**	
13	Financial institutions dealings	Between groups	2	194.67	198.22		**Rejected**
		Within groups	335	990.5	92.27	29.72**	

Source: Computed data

Table 7
Distribution on profile of respondents and constraints – Factor analysis

Sl.no	Particulars	F1	F2	F3	F4	F6	h^2
1	V1	0.592	1.616	0.223	0.875	0.126	0.115
2	V2	1.091	3.578	0.932	0.859	7.226	0.121
3	V3	1.091	0.919	0.198	0.662	0.111	0.121
4	V4	0.125	0.939	0.919	0.592	0.223	0.148
5	V5	0.195	0.102	0.841	9.091	3.932	0.199
6	V6	0.153	0.466	0.666	2.091	0.198	0.129
7	V7	0.419	0.425	0.665	0.125	0.919	0.061
8	V8	0.137	1.386	1.609	0.195	0.841	0.141
9	V9	8.662	0.470	3.164	0.153	0.666	0.100
10	V10	0.366	0.417	0.371	0.419	0.665	0.137
11	V11	0.325	0.101	0.102	0.137	3.609	0.121
12	V12	0.875	2.091	0.919	2.662	3.164	0.100
13	V13	2.649	0.125	0.939	0.366	0.371	0.109
14	V14	1.319	0.195	0.102	0.325	0.102	0.166
15	V15	0.123	0.018	0.123	0.026	0.123	0.026
16	V16	0.516	0.099	0.046	0.036	0.516	0.036
17	V17	0.425	0.665	0.316	0.371	0.425	0.211
18	V18	0.823	0.154	0.115	0.043	0.823	0.115
19	V19	0.898	0.547	0.674	0.711	0.764	0.171
20	V20	0.983	0.773	0.672	0.863	0.534	1.203

21	V21	0.164	1.164	0.371	0.045	0.106	0.003
22	V22	0.193	1.164	0.992	0.145	0.060	0.001
23	**V23**	**0.919**	**0.198**	**0.241**	**6.649**	**0.939**	**1.646**
24	V24	0.407	0.935	0.946	0.366	0.585	1.009
25	V25	0.545	1.806	1.662	0.809	0.656	0.153
26	V26	1.932	0.840	0.366	0.013	0.757	0.408
27	V27	0.198	0.843	0.325	0.108	0.255	0.233
28	V28	0.325	0.831	0.241	0.262	0.033	0.248
29	V29	2.649	1.405	0.654	0.241	0.198	0.505
30	V30	0.823	0.154	0.516	0.023	0.417	0.872
31	V31	1.425	0.665	0.316	0.655	0.613	0.747
32	V32	0.466	0.665	0.452	0.325	0.102	0.866
33	V33	0.241	3.609	1.616	0.875	0.919	1.211
34	V34	0.989	0.986	0.976	0.447	0.570	1.002
35	V35	0.939	0.919	4.567	4.319	0.102	0.875
36	V36	0.102	0.841	4.712	0.428	0.466	0.545
37	V37	0.466	0.666	0.370	0.201	0.425	0.900
38	V38	0.417	3.386	4.525	5.619	3.386	0.861
39	V39	0.111	0.241	0.666	0.466	0.470	0.466
40	V40	0.466	0.452	4.319	0.417	0.417	1.032
41	V41	0.875	1.616	0.428	0.545	0.101	1.165
42	V42	0.666	0.417	5.619	0.111	0.241	0.829
43	V43	0.325	0.101	0.102	0.137	3.609	0.121
44	V44	0.875	2.091	0.919	2.662	3.164	0.100
45	V45	2.649	0.125	0.939	0.366	0.371	0.109
46	V46	1.319	0.195	0.102	0.325	0.102	0.166
	Eigen Value	2.091	4.319	3.164	4.844	2.227	
	Percentage of variation	12.291	13.154	15.358	14.598	15.906	
**Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization, A Rotation converged in 46 iterations**						

Source: Computed data

Table 8
Distribution on profile of respondents and dependent variables – Correlation

Sl.no	Correlation	Pearson	Spearman rho	Result
1	Profile	.497	.429	
	Factors influencing	.316	.397	**Positive**
2	Profile	.269	.105	
	Factors affecting	.662	.866	**Positive**
3	Profile	.538	.803	
	Performance dimensions	.271	.054	**Positive**
4	Profile	.072	.198	
	Performance measures	.876	.670	**Positive**

Source: Computed data

X. FINDINGS OF THE STUDY

Profile of respondents(percentage analysis): Table 3 depicts the profile of respondents, from that it was found that in age group majority of the respondents fall under the age group 45 & above the number of respondents are 34(52%), in gender male 62(95%), marital status married 57(87%), educational qualification higher secondary 35(56%) and years of experience above 30 years 46(72%).

Related information(percentage analysis): Table 4 depicts the related informations of the respondents, from that it was found that in category of business of the respondents fall under the group first generation the number of respondents are 33(51%), in type of business it is manufacturing 24(37%), nature of business sole ownership 24(37%), business premises 25(38%), amount invested 5 lakhs -15 lakhs 53(96%), monthly turnover 20001-30000 22(34%) and finally legal status it is registered 61(94%).

Testing of hypothesis (Chi-square): The calculated chi square value of age, gender, education qualification, marital status, and years of experience and performance evaluation is as follows 15.959, 15.795, 15.857, 12.251 and 12.039, it is found that the calculated value of chi square is higher than the table value therefore the null hypothesis is rejected. It isconcluded that there is a significant relationship between the demographic profile of respondents and performance of the entrepreneurs in the study area.

Testing of other hypothesis (ANOVA): From the above table it is clear that all the 13variables showed the result as 'Rejected' which means H_0: There is no significant difference between performance of entrepreneurs with performance indicators of the respondents is rejected and thus H_a: There is significant difference between performance of entrepreneurs with performance indicators of the respondents is accepted.

Factor analysis (component matrix): The correlation between demographic profile of the respondents and constraints/problems are depicted in table 7. The demographic profiles of the respondents are denoted as F1: age, F2: gender F3: Educational qualification, F4:marital

status and F5: years of experienace,63 factors of entrepreneurial skills identified to do the analysis the factors are -V1: lack of risk orientation, V2: lack of knowledge on programmes, V3: lack of work responsibility, V4: lack of self confidence, V5: lack of imitativeness, V6: lack of sociability, V7: lack of inner drive, V8: lack of analytical skill, V9: lack of leisure time, V10: lack of systematic planning, V11: lack of credit orientation, V12: excessive tension, V13: poor forecasting effort, V14: health problems, V15: excess of work and burden, V16: lack of emotional stability, V17: lack of managerial skills, V18: lack of investment, V19: high interest rate, V20: lack of idea on cost benefit analysis, V21: lack of working capital, V22: lack of credit facilities, V23: constant need of finance, V24: lack of diversification, V25: lack of learning interest, V26: lack of exposure, V27: lack of working capital, V28: lack of idea on marketing, V29: lack of idea on modernization, V30: lack of idea on government assistance, V31: lack of idea on innovation, V32: family problems, V33: multi-responsibility, V34: lack of family support, V35: no social recognition, V36: lack of social contacts, V37: no appreciation of independent decision, V38: non-co-operation of others, V39: high credit seeking behavior of consumers, V40: lack of resource sharing ability, V41: lack of communication skills, V42: lack of networks, V43: fear on future, V44: lack of self motivation, V45 unbelievable attitude on others, V46: no faith on personal skills. It is found that constant need of finance shows a higher factor loading of $h^{2:}$ 1.646, it is also found that all the variables showed positive loading stating there is significance relationship between each variables.

Correlation: The above table depicts the overall result of the correlation analysis, the researcher has taken 5 independent variable which include age, gender, educational qualification, marital status and years of experience and 4 dependent variables such as Factors influencing, Factors affecting, Entrepreneurial dimensions and Entrepreneurial measures the two variables were correlated using both Pearson and spearman's rho

correlation analysis. It is found that there is high positive correlation i.e. a perfect positive linear reliability is found between the variables.

XI.SUGGESTIONS AND RECOMMENDATIONS

To the Entrepreneurs

a. An association can be formed and meet at a central place on a regularbasis to discuss their needs, problems and achievements.

b. The lack of saving habits is the root cause of problems and hence they should be aware among the entrepreneurs to increase the savings andreduce expenditures particularly at the time of surplus.

c. As there is poor inventory management the entrepreneurs must takeevery effort to reduce wastages in their produces.

d. There is poor education and lack of exposure in financial managementpractice and maintenance of accounts that lead to improper planning anddevelopment in their business. This could be solved through proper trainingprogrammes.

e. As majority of them are street vendors and thus they must attempt toorganize themselves for advice relating to do the business, for financialrequirements and to meet the government officials for their requirements.

f. The entrepreneurs must establish themselves well particularly on publicrelations as it provides knowledge on the availability of the support by bank andother government agencies.

To the Government

a. The government and other agencies should conduct programmes toidentify the potentialities of the rural entrepreneurs.

b. Since the respondents feel that the procedures are complicated in banksfor loans, the procedure and formalities of the bank should be simplified and therequired documents should be minimized with regional language.

c. By proper refreshing of knowledge through entrepreneurshipdevelopment programmes the constraints of lack of exposure may be eliminated.

d. Regular training programmes will help the entrepreneurs to developself confidence, self-esteem, assertiveness, courage and risk taking.

e. The training program of the government must help the entrepreneurs tobenefit out of their strengths and overcome their weaknesses.

f. The activities of the entrepreneurship promotional agencies could belinked to panchayat for easy access and availability of schemes toentrepreneurs.

XII. CONCLUSION

The entrepreneurs are facing a plethora of problems in the functional areas of production, finance, marketing and other related areas of management thus affecting their performance. Their contribution to industrial development is unique and noteworthy. It is high time to explore new strategies and programmes to promote entrepreneurship in the country. In the current scenario for rural entrepreneurs to achieve economic efficiency and international quality standards, there is an imminent need to upgrade its technology. The process of liberalization and globalization has necessitated technological up-gradation and the building of appropriate marketing and other related infrastructure[7].

Rural Entrepreneurs need to hasten the transition from existing levels to higher standards in terms of quality and design in order to become internationally competitive. Thereafter, constant adaptation and innovation would hold the key to sustained competitiveness. In order to do so, there is need for internalizing, not only new technology, but also effective management techniques and economies of scale. The government has

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[7] *Desai Vasant,"Entrepreneurial Development: Institutional Infrastructure programs and performance", Himalaya Publishing House, new Delhi, pp. 243-335, 1991.*

already enhanced the limit of investment in plant and machinery in select subsectors of the

SSI sector to facilitate their vertical expansion and building of competitive strength[8].

XIII. AGENDA FOR FUTURE RESEARCH

1. "A study on financial and non-financial performance evaluation of entrepreneurs in

Coimbatore District"

2. "A study on performance evaluation of women entrepreneurs in Coimbatore district"

3. "A comparative study on performance evaluation of two different sectors/industries in

Coimbatore district"

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[8]*Selvarajan E., Elango R.,"Rural Development Programs and Externalities", Serials Publication, New Delhi, pp. 63-117, 2004.*