

Awareness of Entrepreneurial Development Schemes and Programmes with Special Reference to Service Sector Entrepreneurs in Coimbatore District

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Abstract: Entrepreneurial talent existed in every country. Nation growth and development depend on the production of goods and services. Producing goods and services enabled by the entrepreneurs, they are playing an important role in economic transformation. The Indian government introduced a large number of supportive mechanisms to entrepreneurial development in that programmes and schemes are playing a vital role. All these measures helped to develop the spirit of entrepreneurship among engineers, technocrats and educated unemployed youths to set up their industrial units. Recently the skill India concept introduced by the central government for the welfare of Indian entrepreneurs and youngsters. Every five years plans and budget seasons government introducing a large number of schemes for entrepreneurs but awareness and availing are not in up to the level. This study found 21 per cent of entrepreneurs didn't avail any kind of the entrepreneurial programmes till that and comparison of 12 major schemes only 2 schemes got highest awareness remaining schemes are unaware and less aware by the entrepreneurs. The present study examined the awareness level of entrepreneurs.

Index Terms – Entrepreneurs, Transformation, Awareness, supportive, government.

I.INTRODUCTION

Initial experience in entrepreneurship development in India shows that entrepreneurs did not respond spontaneously to available business opportunities despite various incentives and tax concessions. An effective mechanism was, therefore, sought to develop a pool of new entrepreneurs who would be assisted in facing risks and uncertainties as they set about establishing new ventures. This required imaginative programmes and policies are backed by sound institutional support to identify, motivate, and strengthen the new breed of entrepreneurs. In other words, entrepreneurship development is essentially an educational process and endeavour in human resource development. It needs an environment in which an entrepreneur can learn and discharge his functions.

II.STATEMENT OF THE PROBLEM

At present in India entrepreneurship is a motivating factor of the Indian economy. The government understood the importance of entrepreneurs, starting the new ventures is highly welcomed by society. Internal countries needs, export and economic development all depend on entrepreneurship for the reason government of India introduced lots of supportive mechanism to entrepreneurship. Government offering a lot of training programmes, development schemes, incentives, subsidies to entrepreneurs. But awareness of these programmes and schemes is not up to the level because utilization of entrepreneurial schemes and programmes is lesser the level than government expectations, awareness is a primary one for growth and development this study attempt identify the entrepreneur's awareness and problems what they have faced while they availing the entrepreneurial schemes and programmes.

III.OBJECTIVES OF THE STUDY

- To study different types of entrepreneurial schemes available to service sector entrepreneurs.
- To identify the awareness of entrepreneurs towards entrepreneurial schemes and programmes.
- To study the various problem faced by the entrepreneurs to availing the entrepreneurial schemes and programmes.

IV.RESEARCH AND METHODOLOGY

Sampling Technique

The researcher adopted the probability sampling for this study, entrepreneurs are divided in to three types like micro, small and medium scale. Hence stratified sampling techniques applied to this study.

Sample Size

Data collected from 75 service sector entrepreneurs in the Coimbatore district, In the table the respondents are belonging to service sector it includes, laboratories, clinic, browsing centers, tailors, repairing works, transportation, restaurant, trading agency, consultancy and others.

Statistical Tools

Analyzing of collected data the following statistics tools were applied.

- Percentage Analysis
- ANOVA
- Z Test
- Weighted Arithmetic Mean

Dr.S.Shiralashetti (2013) the research discussed women entrepreneurs awareness towards government entrepreneurial supportive schemes. The research stated government (both central and state) introduced a lot of schemes to motivate the women entrepreneurs in Karnataka. Stree Shakti SGSY, Udyogini PMEGP and Rashtriya Mahila Kosh schemes playing a vital role in the development of entrepreneurship in Karnataka but a large number of women entrepreneurs still unutilized the entrepreneurial schemes due to the lack of awareness. Hence the government must create awareness to the people regarding entrepreneurial schemes and programmes through TV, News Paper, seminar and workshops. **Manish Kumar Jindal (2016)**. The research discussed entrepreneurship development in India concerning new institutional support entrepreneurial schemes. The study listed the recent reforms and policies introduced for entrepreneurship growth. National Skill development fund (NSDF), Sector Skill Council (SSCs) are the institutions specially introduced for entrepreneurs skill development. Entrepreneurs request and response for skill development are still low this noted point that before developing the supportive schemes, programmes, and institutions must create awareness about these welfare resources.

V. ENTREPRENEURIAL SCHEMES

The welfare of the entrepreneur's entrepreneurial schemes is developed by Ministry of skill development and entrepreneurship. Managerial skills, finance, technology and quality standards types of schemes are offered to entrepreneurs. Motivating of new entrepreneurs, women entrepreneurs and solving of existing entrepreneurs problems are the main motives of entrepreneurship schemes. Cottage industries, micro-enterprises, Khadi industries manufacturing and service sector-wise schemes are implemented for sustainable growth.

Entrepreneurship programmes

Entrepreneurship programmes conducting to improve the skills of entrepreneurs. Entrepreneurial programmes conducting in Industrial Training Institutes (ITI), polytechnics and other supporting institutions. 20% entrepreneurial programmes of conducted to weaker groups in society (economic and caste wise) like SC, ST, Women and Physically handicraft at free cost maximum of these programmes offered with a stipend of Rs.500 on the monthly basis. These all activities implemented to promote the entrepreneurship. The programmes contain useful information like production process, packing marketing, new technology, pricing selection of machines infrastructure, financial management and quality standards. Ministry of Micro, Small and Medium-scale enterprise offering these programmes, the duration of the course is based on the content of the programme weekly, fortnight, and some programmes conduct in monthly duration also.

Objectives of entrepreneurial development programmes and schemes

- To stimulate the process of beginning into business for those who come from business families.
- To support first-generation entrepreneurs who do not have any business experience.
- To develop and encourage the entrepreneurial competencies of considered entrepreneurs.
- To provide help in the classification and formulation of viable projects.
- To establish support systems about process and methods for establishing up an enterprise.
- To give training in managerial knowledge and skills.
- To provide post-training support and monitoring facilities.
- To analyze environmental setup relating to small industry.
- Acquire the essential managerial skill needed to run the industrial unit.
- Advise and welcome the needed for social efficiency

Service sector entrepreneurs

Micro Small and Medium-scale Enterprises Act 2006, defines the entrepreneur's category based on their investment in plant and equipment. Entrepreneurs rendering services to clients for the consideration of monetary value like intangible, perishable, inseparability and variability it is called service industry. The entrepreneurs invested in plant and equipment up to 10 lakh they come under microenterprise category, 10 lakh to 2 crores invested in the equipment they called small scale enterprises and 2 crores to 5 crores they invested in equipment means they come under medium scale enterprises.

VI.RESULTS AND DISCUSSION

Z – Test

Awareness of entrepreneurship schemes and gender of the entrepreneurs

Null Hypothesis: Both male and female entrepreneurs given on an average same level of opinion towards awareness of entrepreneurship schemes and programmes.

Awareness of entrepreneurship schemes and gender of the entrepreneurs

Table: 2

Constructs	Gender	Mean	Z	Significance	Remarks
Awareness of entrepreneurship schemes	Male	26.3148	0.620	0.537	Non significant (Accept)
	Female	25.5238			

(Significant level: 0.05)

From the above table it is found that awareness of entrepreneurship schemes and programmes the null hypothesis is retained since the table significance is greater than 0.05 which is the level of significance. Hence gender (male and female) does not influence the awareness level of entrepreneurs.

Z – Test

Awareness of entrepreneurship schemes and marital status

Null Hypothesis: Irrespective of the entrepreneurs marital status on an average same level of opinion give towards awareness of entrepreneurship schemes and programmes.

Awareness of entrepreneurship schemes and marital status

Table: 3

Constructs	Marital status	Mean	Z	Significance	Remarks
Awareness of entrepreneurship schemes	Married	26.6349	2.232	0.029	Significant (Rejected)
	Single	23.2500			

(Significant level: 0.05)

The above table indicates awareness of entrepreneurship schemes the null hypothesis is rejected since the table significance is lesser than 0.05. which is the level significance. Hence the marital status of entrepreneurs and awareness of entrepreneurship schemes are having significant relationship. The table concludes marital status influence the entrepreneur's awareness level.

ANOVA

Awareness of entrepreneurial schemes & Entrepreneurs age group

Null Hypothesis: Irrespective of the entrepreneurs age group on an average sample level of opinion given towards awareness of entrepreneurship schemes and p;rogrammes.

Awareness of entrepreneurial schemes & Entrepreneurs age group

Table: 4

	Age group of Entrepreneurs				F Ratio	Significance	Remark
	21-30	31-40	41-50	Above 50			
Awareness of entrepreneurial schemes	23.1818	27.2250	25.7500	25.1250	2.201	0.095	Non Significant (Accepted)

(Significant level: 0.05)

The above table indicates the relationship of awareness of entrepreneurship schemes and age group of entrepreneurs in that the null hypothesis is retained since the table significance is greater than 0.05 which is the level of significance. Hence the age of entrepreneurs does not related with awareness of entrepreneurship programmes.

Percentage Analysis

Table: 5

Factors	Particulars	Entrepreneurs	Percentage
Gender	Male	54	72
	Female	21	28
Age	21-30	11	14.7
	31-40	40	53.3
	41-50	16	21.3
	Above 50	8	10.7
Educational qualification	School level	27	36
	College	31	41.3
	Professional	17	
Business Types	Digital services	26	34.66
	Transportation	12	16
	Repairing	15	20
	hospitality	22	29.34
Previous experience	Yes	56	74.66
	No	19	25
Sources of awareness	Television	1	1.3
	Newspaper	17	22.7
	Radio	18	24.0
	Internet	31	41.3
	Friends & relative	8	10.7
Utilization of resources	Yes	54	72
	No	21	28

- Majority (72%) of entrepreneurs are male
- Majority (53.3) of the entrepreneurs are in the age group of 31-40 years.
- Majority (41.3) of the entrepreneurs are obtained college level education.
- Majority (34.66) of the entrepreneurs are doing digital services it includes flex printing, browsing, data processing, tele calling and other computer, technology related business.
- Majority (74.66) of the entrepreneurs are having experience in the business before it starting.
- Majority (41.3) of the entrepreneurs aware entrepreneurial programmes and schemes through the internet sources.
- Majority (72%) of entrepreneurs availed entrepreneurial development schemes and programmes.

Problems of entrepreneurial programmes and schemes

Table: 6

S.NO	Problems of entrepreneurial programmes and schemes	Entrepreneurs	Percentage
1	Easily not obtainable	12	16
2	Too many formalities	30	40
3	More enhanced documentation	20	26.66
4	The term of course is not fitting	13	17.34
Total		75	100

The table indicated 40% of the entrepreneurs felt the formalities to obtain the entrepreneurial schemes and programmes are more, 26.66% of entrepreneurs are felt more documentation was the problem of entrepreneurial schemes and programmes, 17.34% of entrepreneurs stated the term of the programmes is not fitting to their regular commitment and 16% of the entrepreneurs stated that the programmes and schemes are not easily obtainable.

- The majority (40%) of the entrepreneurs felt the formalities to obtain the entrepreneurial schemes and programmes are more.

Benefits obtained from entrepreneurial programmes and schemes

Table: 7

S.NO	Problems of entrepreneurial programmes and schemes	Entrepreneurs	Percentage
1	Product and method training	4	7.42
2	Selling and financial training	3	5.55
3	Professional skills	23	42.59
4	Government support	24	44.44
Total		54	100

The above table shows that 44.44% of entrepreneurs obtained government support through entrepreneurial programmes and schemes, 42.59% of entrepreneurs obtained professional skills from the training and schemes, 7.42% of entrepreneurs obtained product and service handling methods from programmes and schemes and 5.5% of entrepreneurs obtained selling and financial skills from the programmes and schemes.

- The majority (44.44) of the entrepreneurs obtained government support through the entrepreneurial programmes and schemes.

Weighted Arithmetic Mean: Entrepreneurial schemes

Table: 8

Entrepreneurial schemes	VLA	LA	M	HA	VHA	Total	WAM	RANK
	1	2	3	4	5			
Prime Minister's Employment Generation Programme (PMEGP)	3	3	4	10	55	75	4.48	1
	3	6	12	40	275	336		
Performance and Credit Rating Scheme	4	9	14	30	18	75	3.66	2
	4	18	42	120	90	274		
Credit Guarantee Trust Fund for Micro & Small Enterprises (CGT SME)	3	9	18	37	8	75	3.50	3
	3	18	54	148	40	263		
National Manufacturing Competitiveness Programme (NMCP)	35	10	9	16	5	75	2.28	8
	35	20	27	64	25	171		
ISO 9000/ISO 14001 Certification Reimbursement	17	1	26	22	9	75	3.06	4
	17	2	78	88	45	230		
Marketing Support/Assistance to MSMEs (Bar Code)	34	20	10	5	6	75	2.05	9
	34	40	30	20	30	157		
Technology and Quality Up gradation Support to MSMEs	37	18	8	8	4	75	1.98	11
	37	36	24	32	20	149		
Entrepreneurial and Managerial Development of SMEs through Incubators	34	12	9	4	6	75	1.74	12
	34	24	27	16	30	131		
Building Awareness on Intellectual Property Rights (IPR)	12	35	8	5	5	75	2.01	10
	12	70	24	20	25	151		
Marketing Assistance & Technology Up gradation (MATU)	18	30	8	8	11	75	2.52	5
	18	60	24	32	55	189		
Assistance to Training Institutions (ATI)	30	18	10	9	8	75	2.29	7
	30	36	30	36	40	172		
National Small Industry Corporation Schemes	34	12	7	10	12	75	2.38	6
	34	24	21	40	60	179		

From the weighted arithmetic mean table the entrepreneur's awareness towards entrepreneurial development schemes and programmes are ranked. The table indicates, Prime Minister's Employment Generation Programme (PMEGP), Performance and Credit Rating Scheme and Credit Guarantee Trust Fund for Micro & Small Enterprises (CGT SME) these three schemes are ranked as I, II and III. That means entrepreneurs having very high awareness on these three schemes remaining schemes entrepreneurs having less awareness.

VII.Suggestion and Conclusion

Today status entrepreneurs face several challenges from other units and international enterprises. In the globalization concepts, a large number of foreign products available in the Indian market with low cost (China products) Indian entrepreneurs cannot compete with foreign players because our resources are limited. These all the logic shows that entrepreneurs equip with themselves. Entrepreneurship schemes and programmes accommodate a lot of possibilities for entrepreneurs to overcome obstacles. The competition has also opened opportunities in various fields such as electronics, communication, food and technology, packaging, floriculture, craft, textile, toy, and Jewellery, etc. also the entrepreneurs have to realize that export orientation is important for success. Following types of entrepreneurship programmes and schemes are a need at present situation

- Export potentialities for the products abroad
- Demography of the foreign countries

- Export procedure and documentation
- Financial assistance to start the venture
- Pricing, branding and packaging
- Marketing research and marketing strategy
- Environmental aspects

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