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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN EMPIRICAL STUDY OF CUSTOMER SATISFACTION AT DEALER POINT FOR PURCHASE OF CAR: A QUALITATIVE & SYSTEMATIC REVIEW OF LITERATURE <i>MADHUSMITA CHOUDHURY, Dr. BIDHU BHUSAN MISHRA & Dr. P. K. MOHANTY</i>	1
2.	A STUDY ON THE IMPACT OF AGE, EDUCATION AND EXPERIENCE IN ENTREPRENEURSHIP SKILLS IN RURAL AREAS OF TIRUNELVELI DISTRICT <i>G. DINESH BABU & Dr. P. JAYABHARATHY</i>	8
3.	THE INFLUENCE OF KNOWLEDGE SHARING ON SUSTAINABILITY OF SUGAR COMPANIES IN KENYA <i>ALEX ABONYO AKOKO, Dr. WALLACE NYAKUNDI ATAMBO & Dr. WALTER BICHANGA OKIBO</i>	11
4.	ONLINE FIELD SURVEY ON AWARENESS OF HEALTH INSURANCE IN TELANGANA STATE <i>SUDIREDDY NARENDAR REDDY</i>	22
5.	ESSENCE OF E-WASTE MANAGEMENT IN THE PRESENT SCENARIO: A CASE STUDY OF YOUTHS ON E- WASTE AWARENESS <i>SUMALATHA & VANITA SHETTY</i>	28
	REQUEST FOR FEEDBACK & DISCLAIMER	31

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A STUDY ON THE IMPACT OF AGE, EDUCATION AND EXPERIENCE IN ENTREPRENEURSHIP SKILLS IN RURAL AREAS OF TIRUNELVELI DISTRICT

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ABSTRACT

This research is actually focusing the details relevant with the demographic details of the rural entrepreneur. The age is an indicator for their experience. Some rural entrepreneurs ignited their task in the business from their school days, by supporting their parents and uncles. It was actually their family business. One fine morning they have been handed over the task by their family elders and such people never have any trouble to continue the same job, since it is an accustomed business to them. Nothing is forbidden and no challenges. Even some people complete a business education in the relevant field and processed several research before start their business in rural areas. Though the geographical location is a known one, he/she must require certain support especially financial support and the experience in the business is also inevitable one.

KEYWORDS

entrepreneur, business task.

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INTRODUCTION

The word entrepreneur has been identified from the French term "Undertakings". Is is not undertaking the profit or money, but it is the risk and the initiative that one invests in the business. In rural places for few families the entrepreneurship is lifeblood. One may start a business in younger age. It is the spirit that spurred towards success. Entrepreneurship skill may be a born talent to many people. The world is witnessed with many young entrepreneurs as they have started their business in the age of less than 10. If there is a question asked to any one that is it possible? The answer is yes. Because one requires thrive and skill as a basic qualification to become an entrepreneur. The rural side people have not bothered about age unlike many having the presumption that 18 is the minimum age in the urban side. However, a well-crafted planning is essential anywhere if one is willing to start a business.

The information is another requirement to start a business. But a person has to use his education opportunities to enhance the information and convert it to the idea of business progress is most important. Majority of rural entrepreneurs are sole trader or partnership with their family members. They believe in the family that plays a vital role on bringing the business up or elevating the business to a better level.

Through education the rural entrepreneurs are introducing the digital technologies for procuring and selling goods and services. They are not bather about big outlets, even in small outlet they can do wonders. Those entrepreneurs are also facing the failures on implanting their ideas gathers from their education. But they are learning from that. And from the learning they modify, adapt, execute. The following are the lessons that the entrepreneurs especially from the rural places are adapting in their business for its consistency

- a. Innovation
- b. Test drive
- c. Work hard and play hard
- d. Quick adaptation
- e. Gathering of idea
- f. Broad mind
- g. Celebrate tiny accomplishments.

The researcher kept everything in the mind and he carved this research with the following objectives.

- a. To know about the age and its impact on business
- b. To study about the education of an entrepreneur and the consequences in implementing the ideas
- c. The understand about the experience of an entrepreneur and its relevant with the business development.

LIMITATIONS OF THE STUDY

1. The researcher only took the sample of respondents from few villages in Tirunelveli dist.
2. The research time period is two months.

RESEARCH DESIGN

- a. It is a descriptive research
- b. The sample type is purposive sampling and it is non-probability technique
- c. Only 114 respondents from 16 villages have been chosen by the researcher.
- d. **Tools used:** - Frequency test and ANOVA Post Hoc test

ANALYSIS AND INTERPRETATION

The researcher has identified different type of qualities of entrepreneur based on the age, education and experience. The skill may not be inherited in some families but the knowledge harnessing them towards investing the money in the business. It may small or big, but the investment proceeds with dream.

Despite many traits the passion and motivation, is the most important one that drives the youngsters to start or run the venture. And definitely they are not afraid to take risks. They are ready to face any uncertainty in future. But they also keep resources, plans to overcome such uncertainties in future.

TABLE 1: STATISTICS

		Age	Education	Experience
N	Valid	114	114	114
	Missing	0	0	0

The dedication falls on with the age of an individual. They are actually willing to know everything when they reach an age and they will be helped by their maternal and paternal side. The advices, suggestions, plans, strategies everything will be transformed from one generation to next generation.

TABLE 2: AGE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25	9	7.9	7.9
	25-30	17	14.9	22.8
	31-35	36	31.6	54.4
	36-40	23	20.2	74.6
	>40	29	25.4	100.0
	Total	114	100.0	100.0

The researcher has analysed from the above table that the rural entrepreneurs have ignited their career during their education in school. Since they need more support from the parents or the other kin and kith. The above frequency table explains that 7.9% ~ 8% of the respondents are in the category of less than 25 years have kicked their career in entrepreneurship. Since, few people are really expecting the experience from the business they need to collect the experience from the education and from the works which they are involving in their own business at low level or bottom level.

TABLE 3: EDUCATION

Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School	13	11.4	11.4
	Technical	27	23.7	35.1
	UG	36	31.6	66.7
	PG	28	24.6	91.2
	Professional	10	8.8	100.0
	Total	114	100.0	100.0

They are having an idea to learn it. After gaining the experience for about a decade then they consecrated in the position of the boss. Until the learning they never thought about to lead the business. Even when some respondents are reacting to the questions related with education, they use the education as a tool and through that they equip themselves about using of knowledge in management, administration, employee hiring, pricing, promotion and customizing the technology. It is also observable that 8.8% of respondents have completed their professional education like Business Administration degrees and other master degrees and they have preferred to do a business in rural area. This indicates the researchers that more number of people are not are job givers rather than job seekers. From the table no.3 the researcher has found that 31.6 percent of respondent are having a undergraduate degree and 23.7 percent of respondents are having technical oriented like ITI. Because there are many institutions have started poly technical colleges and providing diploma certificates to the students. With that help they start their business pertinent to their education and of course they invest a hundred percent interest and stood strong on executing their ideas in the venture. I think these capacities make an ordinary individual to an entrepreneur in rural places.

TABLE 4: EXPERIENCE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<5	4	3.5	3.5
	5-10	37	32.5	36.0
	11-15	28	24.6	60.5
	16-20	28	24.6	85.1
	>20	17	14.9	100.0
	Total	114	100.0	100.0

The experiences are helping them to purge all the mistakes which they could do in their progress. From the above table the researcher has observed that 32.5 percent of respondents are having the 5-10 years of experience. The second generation business people wish to develop his business, beyond the dream of their elders. Many time, experiences required to implement the innovation in the business. 14.9 percent of the respondents are having the experience over 20 years. They could not only fulfill the basic need of the business but ripple it a wider to conceit the expectations of the environment. The stark knowledge of this people helps to spur the business growth and they are saddle upon it.

H_0 – There is no significant relationship or association in between the age of experience of rural entrepreneurs which can help to carve the business in to better level.

H_1 – There is significant relationship or association in between the age of experience of rural entrepreneurs which can help to carve the business in to better level.

ANOVA POST HOC TEST

TABLE 5: ANOVA: EXPERIENCE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.942	4	4.236	3.564	.009
Within Groups	129.523	109	1.188		
Total	146.465	113			

From the above table it is very clear that the p value is less than .05. So the null hypothesis is rejected. This means there is significant relationship or association in between the age of experience of rural entrepreneurs which can help to carve the business in to better level. More age in the business which means in rural areas they come with more number of experiences in the businesses.

CONCLUSION

The researcher may not find anything as difficult to find the entrepreneurs. But he strived to find the attributes which is pertinent to their age, education and experience. The researcher collected all the feedbacks and suggestions given by the entrepreneurs irrespective of all the levels in the mention criteria. They are adaptable and flexible but at the time they are focused towards their goals. Successful entrepreneurs are always open their ears to get the information from the environment. They know that a small key can open the door of a big barge. Significantly they improve their exposure and their business can bring the marvels.

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