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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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**ENTREPRENEURSHIP DEVELOPMENT: A STUDY OF MSMEs IN CHITTOOR DISTRICT**

**M. SAMBASIVAIAH**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE**  
**VIKRAMA SIMHAPURI UNIVERSITY P.G. CENTRE**  
**KAVALI**

**K. RAJAIAH**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE**  
**VIKRAMA SIMHAPURI UNIVERSITY P.G. CENTRE**  
**KAVALI**

**P. R. SIVASANKAR**  
**PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**VIKRAMA SIMHAPURI UNIVERSITY P.G. CENTRE**  
**KAVALI**

**ABSTRACT**

*Entrepreneurship is the engine of economic growth and development, particularly in India. Youth entrepreneurship has a greater potential to aid the achievement of Millennium Development Goal and aims at providing decent and productive work for youth. Provision of employment among the youth will save them from social exclusion. This study is specially aimed at identifying those factors influencing the development of entrepreneurship among the selected entrepreneurs of Micro, Small and Medium Enterprises (MSME) in Chittoor District and is sought to find out how to assess the socio-economic factors that affect the development of entrepreneurship. In this paper an aggressive attempt has been made to analyze the socio-economic factors those influence the entrepreneurship development in terms of filling the hearts of the youth with the abundant entrepreneurial spirit, motivating them to identify the entrepreneurial opportunities which are surrounding them to eradicate the devil of unemployment, economic development in terms of enhancing their living standards, etc., such as the social status of the entrepreneurs, age group of the entrepreneurs at the time of inception, their educational qualification, family occupation and family background.*

**KEYWORDS**

MSMEs, entrepreneurship development.

**INTRODUCTION**

Entrepreneurship is the engine of economic growth and development. Youth entrepreneurship has a greater potential to aid the achievement of Millennium Development Goal and aims at providing decent and productive work for youth. Provision of employment among the youth will save them from social exclusion. This study is specially aimed at identifying those factors influencing the development of entrepreneurship among the selected entrepreneurs of Micro, Small and Medium Enterprises (MSME) in Chittoor District. This study is sought to find out how to assess the socio-economic factors that affect the development of entrepreneurship.

In this paper an aggressive attempt has been made to analyze the socio-economic factors those influence the entrepreneurship development such as the social status of the entrepreneurs, age group of the entrepreneurs at the time of inception, their educational qualification, family occupation and family background.

**REVIEW OF LITERATURE**

Ram Jass Yadav (2012)<sup>1</sup>, opined that the Indian economy is dominated by vibrant set of enterprises which are prestigiously known as MSME for their scale of operations. Only 1.5 million MSME are in registered segment while the remaining 24.5 million that contribute 94% of the units are in unregistered segment. The role of MSME in economic and social development of country is widely acknowledged. They are nurseries for entrepreneurship, often driven by individual creativity and innovation and make significant contribution to country's GDP, manufacturing output, exports and employment generation.

Sree Ramulu (1994)<sup>2</sup> in his work entitled, "Innovation and Entrepreneurship in the manufacturing sector – A case study of Antanpur District" highlighted the innovation among the selected entrepreneurs, encouraging and discouraging factors to start an industry and problems encountered by the entrepreneurs in the district.

Srivani and Sathyanarayana (2011)<sup>3</sup> studied that in India women with varied social, economic, political, regional and linguistic backgrounds constitute half of the nation. The socio economic conditions of women are the key for overall growth and development of the country. Entrepreneurship is a concept assumed to be sex-neutral. Even then in India, women entrepreneurship is still in its infancy.

Nagaraju and Shivalingappa (2012)<sup>4</sup> stated that the MSME acquired a prominent place in the socio economic development of our country. They are small in term but play significant role in the Indian economy.

Jaya Krishna (2004)<sup>5</sup> in his study on "World Trade Organization and its Implications on Small Scale Industries in Karnataka", assessed the entrepreneurs' awareness of both qualitative and quantitative information, from 30 randomly selected entrepreneurs during May-June 2002 in and around the rural and urban area of Bengaluru. His conclusions are a) Perennial activity dominates over seasonal activity, b) Young generation entrepreneurs employ more managerial staff than the old generation entrepreneurs, c) Entrepreneurs are facing sanitary and phytosanitary problem d) Small Scale industries are facing competition from large and medium scale industries outside the State rather than within the State and e) Entrepreneurs are experiencing the impact of WTO and its agreements across the year of establishment and generations. However, their awareness of the WTO agreements and their implications is poor.

**OBJECTIVES**

1. To examine entrepreneurial factors influencing entrepreneurship development in Chittoor district,
2. To motivate the entrepreneurial instinct in Chittoor district,
3. To develop necessary knowledge and skills among the participants in Chittoor district and
4. To develop and strengthen entrepreneurial quality and motivation in Chittoor district.

**GENDER-WISE ENTREPRENEURS**

Table 1 reveals that out of 141 sample entrepreneurs, an overwhelming portion of 99 members were male and female entrepreneurs accounted for only 42 members. Among different categories of micro, small and medium enterprises, it can be seen from the table that the number of women entrepreneurs seem to be very high at 11 members in agro based industries, as against 17 male entrepreneurs. Next to this category, forest based industry consists of a considerable number of 4 male entrepreneurs and only one female entrepreneur, chemical based industry of 3 male entrepreneurs and only one female entrepreneurs, of animal husbandry's total 6 entrepreneurs, 4 entrepreneurs are male and only two are female entrepreneurs. There were 6 female entrepreneurs and 16 male entrepreneurs in engineering based industries while textile based industries consist of 8 entrepreneurs and mineral based industries, 4 entrepreneurs.

Among the three revenue divisions, the number of male entrepreneurs was the highest at 51 members against 23 female entrepreneurs in Chittoor Division, 29 male entrepreneurs against 10 female entrepreneurs in Tirupati division and 19 male entrepreneurs against 9 female entrepreneurs in Madanapalli division.

**TABLE 1: CATEGORY-WISE GENDER-WISE ENTREPRENEURS OF MSME CHITTOOR DISTRICT**

S. No	Industrial Category	Chittoor Division		Tirupati Division		Madanapalli Division		Male and Female		Total
		Male	Female	Male	Female	Male	Female	Male	Female	
1	Agro Based	8	5	7	3	2	3	17	11	28 (19.86)
2	Forest Based	2	1	1	0	1	0	4	1	5 (3.55)
3	Textile Based	3	1	1	1	1	1	5	3	8 (5.67)
4	Mineral Based	1	1	1	0	1	0	3	1	4 (2.84)
5	Engineering Based	9	2	5	2	2	2	16	6	22 (15.60)
6	Animal husbandry	2	1	1	0	1	1	4	2	6 (4.26)
7	Chemical Based	1	1	1	0	1	0	3	1	4 (2.84)
8	Others	25	11	12	4	10	2	47	17	64 (45.39)
<b>Total</b>		<b>51 (51.52)</b>	<b>23 (54.76)</b>	<b>29 (29.29)</b>	<b>10 (23.81)</b>	<b>19 (19.19)</b>	<b>9 (21.43)</b>	<b>99 (70.21)</b>	<b>42 (29.79)</b>	<b>141 (100.0)</b>

Note: Figures in parenthesis represent the percentages

Source: Field Survey

**SECTOR-WISE AGE GROUPS OF ENTREPRENEURS**

Out of the total 141 sample entrepreneurs, the micro, small and medium enterprises have shared 46.81 per cent, 39.00 per cent and 14.18 per cent respectively in each sector. The age groups of MSME entrepreneurs in Chittoor district are presented in table 2. There are 12 (38.71 per cent) entrepreneurs in micro sector, 18 (58.06 per cent) in small sector and one (3.23 per cent) in medium sector in between 30-35 years of age group. In between 36-40 years, the micro, small and medium entrepreneurs are 15 (44.12 per cent), 17 (50.00 per cent) and 2 (5.88 per cent) out of total 34. Out of 25 entrepreneurs in between 41-45 years, the micro and medium sectors have 17 (68.00 per cent) and 8 (32.00 per cent) entrepreneurs. The entrepreneurs of micro, small and medium enterprises have 22 (43.14 per cent), 20 (39.26 per cent) and 9 (17.65 per cent) in the age group of 46-50 years.

**TABLE 2: SECTOR-WISE AGE GROUP OF ENTREPRENEURS OF MSME IN CHITTOOR DISTRICT**

Age Groups	Sectors			Total
	Micro	Small	Medium	
30-35	12 (38.71)	18 (58.06)	1 (3.23)	31 (100.00)
36-40	15 (44.12)	17 (50.00)	2 (5.88)	34 (100.00)
41-45	17 (68.00)	-	8 (32.00)	25 (100.00)
46-50	22 (43.14)	20 (39.26)	9 (17.65)	51 (100.00)
Total	66 (46.81)	55 (39.00)	20 (14.18)	141 (100.00)

Note: Figures in parenthesis represent the percentages.

Source: Field Survey.

**SECTOR-WISE SOCIAL STATUS OF ENTREPRENEURS**

Table 3 depicts the sector-wise social status of entrepreneurs of the selected MSME in Chittoor district. Out of the total 141 entrepreneurs, 13 belong to Scheduled Caste (SC), 6 belong to Scheduled Tribes (ST), 54 belong to Backward Caste (BC), 7 belong to Muslim-Minority and remaining 61 to Other Castes. In micro sector, 9 (69.23 per cent) entrepreneurs belong to SC and 4 (30.77 per cent) from small sector. Scheduled Tribes entrepreneurs belong to 4 (66.67 per cent) from small and 2 (33.33 per cent) entrepreneurs from medium sector. Out of 54 BC entrepreneurs, 26 (48.15 per cent) are from micro, 21 (38.89 per cent) from small and 7 (12.96 per cent) from medium sectors. Muslim-minority belonged to micro are 3 (42.86 per cent) entrepreneurs and small are 4 (57.14 per cent) entrepreneurs. Under gigantic portion of OC category, micro are 28 (45.90 per cent), small are 22 (36.07 per cent) and 11 (18.03 per cent) are to medium enterprises.

**TABLE 3: SECTOR-WISE SOCIAL STATUS OF ENTREPRENEURS OF MSME IN CHITTOOR DISTRICT**

S. No	Social Status	Sectors			Total
		Micro	Small	Medium	
1	Scheduled Caste	9 (69.23)	4 (30.77)	-	13 (100.00)
2	Scheduled Tribes	-	4 (66.67)	2 (33.33)	6 (100.00)
3	Backward Caste	26 (48.15)	21 (38.89)	7 (12.96)	54 (100.00)
4	Muslim-Minority	3 (42.86)	4 (57.14)	-	7 (100.00)
5	Other Castes	28 (45.90)	22 (36.07)	11 (18.03)	61 (100.00)
<b>Total</b>		<b>66 (46.81)</b>	<b>55 (39.00)</b>	<b>20 (14.18)</b>	<b>141 (100.00)</b>

Note: Figures in parenthesis represent the percentages

Source: Field Survey

**SECTOR-WISE EDUCATIONAL LEVELS OF ENTREPRENEURS**

Table 4 shows the sector-wise educational levels of entrepreneurs of MSMEs in the district. Out of the total, 10<sup>th</sup> class qualified are 29.41 per cent in micro, 47.06 per cent in small and 23.53 per cent in medium sectors. Intermediate qualified entrepreneurs are 8 (32.00 per cent) from micro, 13 (52.00 per cent) and 4 (16 per cent) and medium enterprises out of total 25 entrepreneurs. Out of 38 entrepreneurs of technical background of entrepreneurs, micro, small and medium sectors are 26 (68.42 per cent), 10 (26.32 per cent) and 2 (5.26 per cent) respectively. The number of diploma qualified entrepreneurs from micro, small and medium sectors are 2 (16.67 per cent), 7 (58.33 per cent) and 3 (25.00 per cent) out of total 12 entrepreneurs. Graduated of 19 (44.18 per cent) entrepreneurs in micro, 17 (39.53 per cent) in small and 7 (16.28 per cent) in medium sectors respectively and the entire post-graduate qualified are only in micro sector.



TABLE 4: SECTOR-WISE EDUCATIONAL LEVELS OF ENTREPRENEURS OF MSME IN CHITTOOR DISTRICT

S. No	Education	Sectors			Total
		Micro	Small	Medium	
1	10th Class	5 (29.41)	8 (47.06)	4 (23.53)	17 (100.00)
2	Intermediate	8 (32.00)	13 (52.00)	4 (16.00)	25 (100.00)
3	Technical	26 (68.42)	10 (26.32)	2 (5.26)	38 (100.00)
4	Diploma	2 (16.67)	7 (58.33)	3 (25.00)	12 (100.00)
5	Graduate	19 (44.18)	17 (39.53)	7 (16.28)	43 (100.00)
6	Post-Graduate	6 (100.0)	-	-	6 (100.00)
Total		66 (46.81)	55 (39.00)	20 (14.18)	141 (100.00)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

**SECTOR-WISE OCCUPATION OF THE FAMILY OF ENTREPRENEURS**

Table 5 shows the sector wise occupation of the family members of MSME in the district. It could be seen from the table that the occupation of family members of majority entrepreneurs is business. Out of total 96 entrepreneurs of business, 44 (45.83 per cent) from micro, 40 (41.67 per cent) from small and a petite share of 12 (12.50 per cent) from medium sectors. From the total 29 professionals, 17 (58.62 per cent) are from micro, 7 (24.14 per cent) from small and 5 (17.24 per cent) from medium sectors. Similarly, if service sector is considered, 2 (20.00 per cent) from micro, 6 (60.00 per cent) from small and 2 (20.00 per cent) from medium sectors respectively and again the share has been seen from the farming sector also that 3 (50.00 per cent) from micro, 2 (33.33 per cent) from small and one from medium sectors.

TABLE 5: SECTOR-WISE OCCUPATION OF THE FAMILY OF ENTREPRENEURS OF MSME IN CHITTOOR DISTRICT

S. No	Occupation	Sectors			Total
		Micro	Small	Medium	
1	Professional	17 (58.62)	7 (24.14)	5 (17.24)	29 (100.00)
2	Business	44 (45.83)	40 (41.67)	12 (12.50)	96 (100.00)
3	Service	2 (20.00)	6 (60.00)	2 (20.00)	10 (100.00)
4	Farming	3 (50.00)	2 (33.33)	1 (16.67)	6 (100.00)
Total		66 (46.81)	55 (39.00)	20 (14.18)	141 (100.00)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

**SECTOR-WISE REASONS FOR SELECTING THE LOCATION**

Table 6 reveals the sector-wise reasons for selecting the MSME in the district. It could be seen from the table that the location near to the city has a gigantic portion of 55 (49.11 per cent) micro, 43 (38.39 per cent) small and 14 (11.70 per cent) medium enterprises are out of 112. Industrial area has gargantuan portion of micro are 48 (47.06 per cent), small are 40 (39.22 per cent) and the medium has 14 (13.73 per cent) of the enterprises. Availability of resources of micro with 47 (54.55 per cent), small with 33 (37.50 per cent) and the medium has 8 (9.09 per cent) of the total 88 enterprises. Land availability of micro with 43 (48.31 per cent), small with 33 (37.08 per cent) and the medium has 13 (14.61 per cent) of the 89 enterprises. Good infrastructure facilities of micro with 48 (51.06 per cent), small with 35 (37.23 per cent) and the medium has 11 (11.70 per cent) of the total 94 enterprises and government policy of micro with 39 (48.75 per cent), small with 29 (36.25 per cent) and medium has 12 (15.00 per cent).

TABLE 6: SECTOR-WISE REASONS FOR SELECTING THE LOCATION OF MSME IN CHITTOOR DISTRICT

S. No	Reasons	Sectors			Total
		Micro	Small	Medium	
1	Native place	42 (48.28)	31 (35.63)	14 (16.09)	87 (100.00)
2	Government policy	39 (48.75)	29 (36.25)	12 (15.00)	80 (100.00)
3	Good infrastructure facilities	48 (51.06)	35 (37.23)	11 (11.70)	94 (100.00)
4	Near to the city	55 (49.11)	43 (38.39)	14 (12.50)	112 (100.00)
5	Availability of resources	47 (54.55)	33 (37.50)	8 (9.09)	88 (100.00)
6	Land availability	43 (48.31)	33 (37.08)	13 (14.61)	89 (100.00)
7	Well transportation	43 (46.74)	34 (36.96)	15 (16.30)	92 (100.00)
8	Industrial area	48 (47.06)	40 (39.22)	14 (13.73)	102 (72.34)
9	Availability of raw material	38 (52.05)	27 (36.99)	8 (10.99)	73 (51.77)
Total		66 (46.81)	55 (39.00)	20 (14.18)	141 (100.00)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

**MOTIVATIONAL FACTORS FOR ENTERPRISING**

The motivating factors which encouraged the entrepreneurs to set up the micro, small and medium enterprises are important and knowledge of these factors are very essential to understand the factors which have a bearing on the development of the micro, small and medium Industrial enterprises. Table 7 presents the factors which have motivated the entrepreneurs in setting up the enterprises.

From the below table, it can be observed from the study out of 28 enterprises agro based industries to the earning a maximum profit of 28.57 per cent, textile based industry 40.00 per cent, forest based industries of 37.50 per cent, mineral based industries of 50.00 per cent, engineering based industry 27.27 per cent. Animal husbandry 50.00 per cent, chemical based industries of 50.00 per cent, and other industries are earning profit of 20.31 per cent. Regarding self-employment it is highest in forest based industries of 62.50 per cent, followed by, mineral based industries 50.00 per cent, agro based industries of 35.75 per cent, engineering based industry of 36.36 per cent and other industries are earning profit of 25.00 per cent. Fulfilling ambitions of family is one of the motivations of the respondents. About 27.27 per cent have adopted engineering based industry, 28.57 per cent of agro based industries. Micro, Small and Medium Enterprises were also motivated for gaining social status agro based industries of 42.86 per cent have gained social status. Success stories of entrepreneurs have motivated micro, small and medium enterprises. About 20.00 per cent textile based industry were motivated by success stories and the other industries by success stories of 14.06 per cent. Knowledge about an industry in advance is pre-requisite to establish. The motivation of previous knowledge is observed highest at 50.00 per cent in mineral based industries, followed by engineering based industry 27.27 per cent, chemical based industry 25.00 per cent and agro based industry 32.14 per cent.

Financial institutes too encourage the entrepreneurs to establish enterprises. About 25.00 per cent entrepreneurs in forest based industry and 18.18 per cent in engineering based industry were motivated mostly by financial institutions. Others 13.48 per cent of the motivational factors include no opportunity for employment, availability of financial credit, incentives for government agencies and heavy demand of the product.

TABLE 7: MOTIVATIONAL FACTORS FOR ENTERPRISING OF SAMPLE MSME IN CHITTOOR DISTRICT

S. No	Industrial Category	To Earn Profit	Self-employment	To fill my family ambition	To gain social status	Success stories of entrepreneurs	Previous knowledge of the industry	DIC and Financial institutions	Others	Total
1	Agro Based	8 (28.57)	10 (35.71)	8 (28.57)	12 (42.86)	4 (14.29)	9 (32.14)	6 (21.43)	4 (14.29)	28 (19.86)
2	Forest Based	2 (40.00)	2 (40.00)	2 (40.00)	2 (40.00)	1 (20.00)	2 (40.00)	2 (40.00)	1 (20.00)	5 (3.55)
3	Textile Based	3 (37.50)	5 (62.50)	2 (25.00)	3 (37.50)	2 (25.00)	3 (37.50)	2 (25.00)	2 (25.00)	8 (5.67)
4	Mineral Based	2 (50.00)	2 (50.00)	2 (50.00)	3 (75.00)	1 (25.00)	2 (50.00)	1 (25.00)	1 (25.00)	4 (2.84)
5	Engineering Based	6 (27.27)	8 (36.36)	6 (27.27)	9 (40.91)	3 (13.64)	6 (27.27)	4 (18.18)	3 (13.64)	22 (15.60)
6	Animal husbandry	3 (50.00)	3 (50.00)	2 (33.33)	3 (50.00)	2 (33.33)	3 (50.00)	2 (33.33)	1 (16.67)	6 (4.26)
7	Chemical Based	2 (50.00)	2 (50.00)	2 (50.00)	2 (50.00)	1 (25.00)	1 (25.00)	2 (50.00)	1 (25.00)	4 (2.84)
8	Others	13 (20.31)	16 (25.00)	12 (18.75)	18 (28.13)	9 (14.06)	13 (20.31)	11 (17.19)	6 (9.38)	64 (45.39)
Total		39 (27.66)	48 (34.04)	36 (25.53)	52 (36.88)	23 (16.31)	39 (27.66)	30 (21.28)	19 (13.48)	141 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Table 8 reveals that 52 (18.2 per cent of the total) entrepreneurs, being the gigantic number of respondents, took a plunge into industrial category to satisfy their strong desire to gain social status, self employment out of 48 (16.8 per cent of the total) entrepreneurs, 39 entrepreneurs refer to earn profit and previous knowledge of the industry with percentages of 13.6, DIC financial institutions with 30 (10.5 per cent) entrepreneurs, to fill the family ambition of 36 (12.6 per cent) entrepreneurs, success stories with entrepreneurs of 23 (8.00 per cent) and the others of only 6.6 per cent of the entrepreneurs.

TABLE 8: MOTIVATIONAL FACTORS FOR ENTERPRISING OF SAMPLE MSME IN CHITTOOR DISTRICT

S. No	Motivational Factors	Factors (Total enterprises)	% to total	1 <sup>st</sup> option factor	1 <sup>st</sup> option % to total factor
1	To Earn Profit	39	13.6	19	5.26
2	To get Self-employment	48	16.8	22	7.49
3	To fill my family ambition	36	12.6	18	4.60
4	To gain social status	52	18.2	26	9.59
5	Motivation of Success stories of entrepreneurs	23	8.0	13	2.12
6	Previous knowledge of the industry	39	13.6	19	5.26
7	Encouragement of DIC & Financial institutions	30	10.5	15	3.19
8	Others	19	6.6	9	1.21
Total		286	100.0	141	38.71

Source: Field survey

Table 9 shows that the main factors which have persuaded the small and new entrepreneurial class to undertake entrepreneurial activity may be identified somewhat in hierarchical order based on their business and industrial experience. On the basis of the following chart, different motivating factors are given ranks as follows. Fulfilling my family ambition, earning profit, getting self employment and previous knowledge of the industry are crowned 1<sup>st</sup> rank, entrepreneurs who want to be self employed, gaining social status, earning profit and previous knowledge of the industry have been awarded 2<sup>nd</sup> rank and 3<sup>rd</sup> rank is given to entrepreneurs who are willing to gain social status, getting self employment, previous knowledge of the industry and encouragement from DIC and Financial institutions.

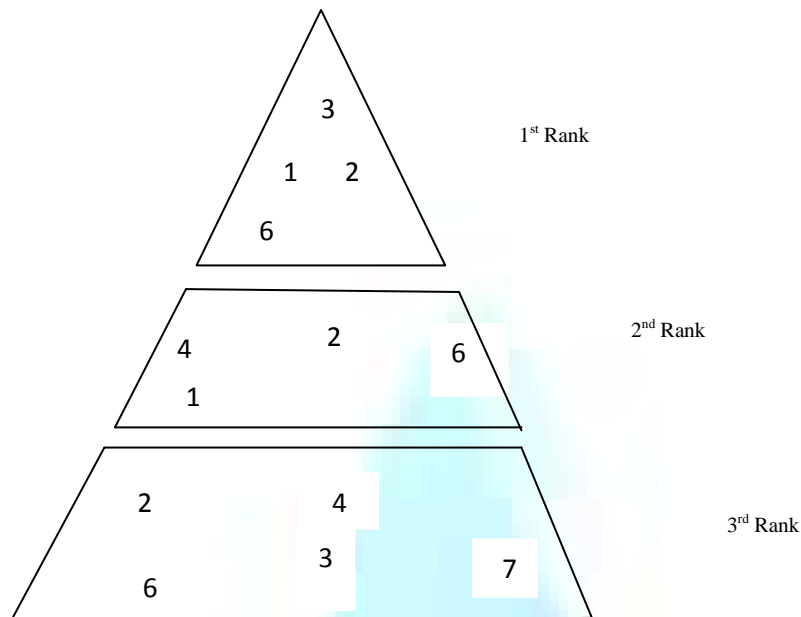
TABLE 9: RANKING OF FACTORS (MAJOR THREE) BY ENTREPRENEURS THAT MOTIVATED THEM FOR INDUSTRIAL ENTREPRENEURSHIP

Rank	Factors							
	1	2	3	4	5	6	7	8
I	15	15	16	11	6	12	9	6
II	14	18	11	15	10	14	8	8
III	10	15	9	26	7	13	13	5

Source: The data for ranking the factors extracted from table 7

By following the diagrammatic representation of the above data, it was evident that a vast majority of new entrepreneurial class was promoted to enter industry mainly because of three factors: (1) to get self employment, (2) they had strong desire to do something with previous knowledge of the industry, and (3) to earn profit. Factors such as gaining social status, encouragement from DIC and Financial Institutions and fulfilling their family ambitions played catalytic role in injecting entrepreneurial spirit to another class of people who had no inclination but came just because there was no other better opportunity for them.

FIG. 1: HIERARCHY OF MOTIVATIONAL FACTORS FOR ENTREPRENEURIAL ORIENTATIONS



**Order of factors influencing:** 1. To Earn Profit, 2. To get Self employment, 3. To fill my family ambition, 4. To gain social status, 6. Previous knowledge of the industry & 7. Encouragement from DIC and Financial institutions

### CONCLUSIONS

It is well known that the socio-economic factors like social status, age, marital status, education starting before the enterprise, occupation of the family members, initiatives to start the industry, future plan of the entrepreneurs, reason for selecting the location and the important aspect of motivational factors are influencing the entrepreneurs' development everywhere. The analysis of the impact of socio-economic factors on entrepreneurship development in the district reveals that the growth of entrepreneurship has more or less been influenced by the factors like previous experience, strong desire to do something, independent in life and motivation by the family members.

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