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OPPORTUNITIES AND CHALLENGES TO YOUTH
RURALENTREPRENEURSHIP IN TAMILNADUSPECIAL REFERENCE TO
KRISHNAGIRI DISTRICT

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ABSTRACT

This paper concentrations and delivers an insight into the present scenario of today's young graduates the livelihoods opted by several young students, either jobs or higher training. The role of these young and dynamic students with prospective in entrepreneurship is been focused and assumed a broader aspect. Kindness is also given on the present challenges that are confronted by the young entrepreneurs and what opportunities lay for them in entrepreneurship. Some suggestions on likely roles of government, educational and financial institutions are also listed. Along with this, a case study on Aspirant Young Entrepreneurs is discussed where new young students and businesspersons to Krishnagiri District.

INTRODUCTION

The time period "Entrepreneurs comes from the French verb "entreprenre" and the German phrase "unternehmen", both approaches to "undertake". By grave and Hofer in 1891 described the entrepreneurial procedure as "regarding all the features, sports, and movements associated with perceiving of capacities and advent of companies to pursue them" In easy, entrepreneurship is the act of being an entrepreneur, which may be described as "person who undertakes improvements, finance and commercial acumen which will rework developments into financial items". Peter Drucker proposed that

“entrepreneurship” is a preparation. Jamesmanalal&Josephcherukara. (2016). what this designates is that entrepreneurship is not a state of existence nor is it considered by planning that isn't acted upon. Entrepreneurship begins with motion, advent of recent agency. This corporation may moreover or may not become self-maintaining and in reality, strength also in no way earns vast revenues. But, while persons create a brand new employer, they have got entered the entrepreneurship paradigm. This research study is an endeavor in search of person's factors which has effect on the entrepreneurship development of rural Indian villages. Development of a Country is a wish loaded over its people, weather Town or Rural. Such is the individual who shapes up a society and decide it is development and performance Urban or rural are two aspects of the same coin of economic development. While the Town sector has witnessed out of the ordinary successful, then development, poweredby the post-independence era of development, the rural businesses little business growth. The census 2011India estimated that 83 million people remain to live below the deficiency line in rural India. The total numbers of villages in India has improved from 6,38,588(2001) to 6,40,867 (2011) an increase of 2279 villages. Hence, thinking of India's development without developing villages like building castles in air. Any progress of growth and development that does not fulfill the needs of rural area and its people, especially the poor cannot be requested as development in India. In India need to be allowed by enhancing the welfare of the rural people and releasing the revolutions of entrepreneurship that in turn will make the enormous leap forward. Hence the issues of rural development has attracted substantial attention in recent years as a dangerousconstituent of rural transformation in India as most of the rural people attraction their livelihood from agriculture and associated sectors.

Concept of Rural Entrepreneurship

Entrepreneurship means primarily invention to some; to others it means risk attractive. To others a shop stabilizing force and to some others it means preliminary, managing a possessing a small business. An entrepreneur is a being who either makes new grouping of production issues such as new crops, new methods of manufacture, new markets, finds new foundations of supply and new crops and new organizational forms or as a individual who is necessarily eager to take risks or a individual who by exploiting market chances, eliminates imbalance between aggregate demand and collective supply or as one who owns and functions a business. Some of the basic values of entrepreneur which can be practical to rural growth are:

- Finest and full operation of local capitals in an business venture by rural population
- Better deliveries of the farm produce results in rural prosperity
- Entrepreneurial occupation forecasts for rural population to ease judgment and also providing other occupations as in contradiction of the rural migration
- To start such scheme as to deliver basic Manpower, money, materials, management, machinery and market(6M) to rural population

Categories of Rural Entrepreneurship

The many types of segments and enterprises presently observing a prosperous in the rural areas can be mostly classified under the following categories

- Agro Based Enterprises; These include straight sale or dispensation of agro crops such as jaggery, sugar businesses, pickles, oil treating from oil seeds, fruit juice, dairy goods, spices, etc.
- Forest Based Industries: Such trades include wood crops, beedi making, coir manufacturing, bamboo produces, honey making, eating plates from leaves.
- Mineral based Industry: Such businesses include cement trades, stone crushing, wall coating precipitates etc.
- Textile Industry: These include interlacing, spinning, coloring, bleaching.
- Handicrafts: Such industries comprise making of wooden or bamboo handicrafts that are local to that area, traditional ornamental products or toys and all other forms of handiworks typical to the region.
- Engineering: Small and medium sized industries to produce agricultural technology, equipment for usage in rural areas etc.
- Services: There are an extensive range of services containing mobile repair, agriculture machinery servicing, etc which are being assumed under this group.

Rural Entrepreneurship and Growth of Villages

Rural entrepreneurship positively suggests entrepreneurship emerging in rural areas. In other words, founding the industry in rural areas is mentioned to as rural entrepreneurship. This means that rural entrepreneurship is identical with rural industrialization. Many such instances of successful rural entrepreneurship container already are found in literature. Change into non-agricultural uses of obtainable resources such as blacksmithing, providing for tourists, carpentry, spinning etc as well as divergence into doings other than those solely connected to agricultural usage similar use of capitals other than land such as water, woodlands, buildings, local geographies and available skills all fit into rural entrepreneurship. Equally entrepreneurial are new usages of land resources that which enable a discount in the intensity of agricultural manufacture, for example, organic production. Some of the major opportunities in rural entrepreneurship are:

- Better delivery of farm produces which consequences in rural prosperity
- Entrepreneurial occupation for rural youth resulting in reduction of disguised employment opportunities and alternative occupations for rural youth
- For optimum and maximum utilization of farm produce formation of big co-operatives like Amul and etc.
- Best utilization of local resource in entrepreneurial venture by rural youth

STATEMENT OF THE PROBLEM

Tamilnadu with a population of 72,147,030 (2011 census) is the major state of the South-India in terms of population. Agriculture and its related activities play a significant role in the socio-economic growth of the State as more than 85% of the population is active in the rural areas and more than 52% of the labor militaries are engaged in it. Giving to the recommendation of the Sivaraman Committee, Most of the district of Tamilnadu was classified "A" category backward district. The Krishnagiri district was moreover professed as "A" category backward district. The customary economy delivers a big foundation of income for their livelihood. Supplementary, it is exposed that the recipient's availing financial provision under PMRY/PMEGP/KVIC/NABARD schemes shows very slight initiative in starting and working their enterprise. In view of this deprived state of businesses and rank of rural entrepreneurship in development, a study about the countryside and cause of entrepreneurship, development trends in terms of number of units, employment and asset, incentives and assistance, besides economic, may be expressive and purposive. It is against this background, the current study aims to provide valuable insights on the growth and changing factors over certain period in rural entrepreneurship in the district cover aspects such as the socio-economic background of entrepreneurs, issues attributable for inspiring entrepreneurs and snags inhibiting problems and forecasts or rural initiatives for the present study is a an entrepreneur who has achieved to procure capital to set up a small initiative and is aggressively involved in running and management the enterprise in all-purpose all areas of management and makes a livelihood for him/her household from the enterprise and goes to low income group. Keeping in this opinion the researcher have particularly touched upon the problems and forecasts of rural enterprises with an experiential analysis.

OBJECTIVES OF THE STUDY

- ✓ To comprehend the Socio Economical Related of rural entrepreneurs in Krishnagiri District.
- ✓ To establish the factors that donates to the growth of rural entrepreneurship in the Krishnagiri district.
- ✓ To survey the factors inspiring to the rural entrepreneurs to inaugurate and develop an enterprise.
- ✓ To analyze the problems confronted by rural entrepreneurs in Krishnagiri District.
- ✓ To study efficiency of many training and development programs to entrepreneurial success.
- ✓ To offer recommendations for development rural entrepreneurs in Krishnagiri district.

Review of Literature

Entrepreneurship training is essential for the prosperous running of the small and the medium business enterprises (Fayolle & Gailly, 2015). Education

on entrepreneurship makes the entrepreneurs for the management, funding and the marketing elements, which are significant in the running of the business operations. Adequate business education promotes persons in developing successful business enterprises finished enhancing entrepreneurial thinking, which is essential for a robust economy and sustainable growth (Fayolle&Gailly, 2015). Challenges are predictable when running a business; therefore, education of the entrepreneurs develops a tool, which can alter these challenges into chances, thereby promoting the growth of their schemes.

Entrepreneurs' training helps stunned some of the challenges, which touch the entrepreneurs. According to Bae (2014), there is a correlation between entrepreneurial instruction and entrepreneurial meanings. The human capital and self-efficacy theories support this ideology. The human capital theory is the greatest determinant for the growth of the small and the average enterprises. The skills and information of the human capital are based on education, frequent training and knowledge. Entrepreneurship education helps the entrepreneurial self-efficacy, which is a catalyst for the entrepreneurial intentions.

Education delivers the entrepreneurs with the required information on how to run their ventures. Educated businesspersons address the problems in critical and creative ways likened to those industrialists with limited education (Nabi, 2017). Education is critical in analyzing the competitors, advertising, keeping up with current trends and the target market. Skills alone might perimeter the entrepreneurs, as the other aspects require an in-depth understanding of the fruitful running of business projects. Education promotes entrepreneur in achievement research about the other schemes to identify their strengths and weakness.

Johansen (2014) entrepreneurship education is “the promotion of different entrepreneurial capabilities, students' qualities, and their attitude towards different items in the world like ready to take actions.” Some studies highlight the optimistic relationship between entrepreneurship instruction and business start-up intentions (Lena & Wong, 2003) however and besides that, personal characteristics also have an significant role in shaping the incentive to start up a business.

Research Design

The research design select, particularly in rural areas, depends on the caring of problems being considered. Here descriptive researchdesign may garb research topics for Problems and scenes of rural entrepreneurs in Krishnagiri District were accepted. The survey instrument (i.e. interview schedule) was developed by concentrating on general information of the initiative, socio-economic factors, motivational factors, development factors and problems faced.

Sampling Method

Probability Sampling Technique had performed to bring about the survey in the research. Moreover, units of the sample of this research were selected on the basis of Stratified Samplings since the criteria indicated above, a sample frame was intended and the data collected from District Industries & Commerce centre, Khadi and Village Industries Board and Financial Institution.

Sample Size

Determination of suitable sample is also a point to ponder. Accordingly, the number of sample size was found to be 124. These 124 samples were drawn considering 04 blocks as a whole population by the Stratified sampling method relating the table which is shown in table-1. The sample has been selected on the basis of healthy units from all blocks more or less equal number of sample has generated.

Table-1
Sample of Distribution of Rural Entrepreneurs in 04 Blocks in Krishnagiri District

S. No	Block	No. of Entrepreneurs
1	Hosur	40
2	Krishnagiri	34
3	Kaveripattinam	30
4	Uthangarai	20
	Total	124

TOOLS USED FOR ANALYSIS

The data collected were implied and transferred in to MS-Excel. The following tools used are Simple Percentage Analysis, Chi-Square Test, Factor Analysis, Correlation analysis, Garret Ranking test, Analysis of Variance (ANOVA) and Multiple Linear Regression.

Table 2
Age Wise Classification of the Respondent

Age	Total	Percentage
21 to 30	21	16.94
31 to 40	33	26.61
41 to 50	41	33.06
Above 50	29	23.39
Total	124	100

Source: Primary Data

From the table 2 the age of the respondents shows that 33.06 % of sample of respondents were in the age group 41-50 years, 26.61% were 31- 40 years, 23.39% were above 50 years, 16.94 were 21-30 years. Thus it can be, it is concluded that highest percentage (33.06%) of the respondents' age group is 41-50 years.

Table 3
Gender wise classification of the respondents

Gender	Total	Percentage
Male	89	71.77
Female	35	28.23
Total	124	100

Source: Primary Data

From the above table From the table 3 the Gender of the respondents shows that 71.77 % of sample of .respondents were in the Male, 28.23% were Female, thus it can be concluded that majority (71.77.%) of the respondents Gender Male Categories

Table 4
Educational wise classification of the Respondents

S No	Educational Qualification	Total	Percentage
1	School Leve	48	38.71
2	Diploma	25	20.16
3	Graduate	32	25.81
4	Post Graduate	19	15.32
	Total	124	100

Source: Primary Data

From the table 4 the Educational Qualification of the respondents shows that 38.71 % of sample of respondents were in the School Level,25.81% were Graduate, 20.16% were Diploma, and 15.32 were Post Graduate, thus it can be, concluded that highest percentage (38.71%) of the respondents School level Hence ,it is Concluded that most of the respondents qualifications is school level only.

Table 5
Business type wise classification of the respondents

S No	Business type	Total	Percentage
1	Engineering and manufacturing	45	36.29
2	Agriculture and Horticulture	14	11.29
3	Textile	07	5.65
4	Others , please specify	58	46.77
	Total	124	100

Source: Primary Data

From the above table 5 the majority of the respondents business is come under Other Sectors. 36.29% of the Respondents business comes under 36.29% engineering and manufacturing sector.11.29 percent of the respondents comes under Agricultural and allied (Horticulture) Sector.5.65 of the respondents comes under Textile Sector. Hence, it is concluded that most of the 46.77% business comes under others sectors.

Table 6
Nature of Enterprise

S No	Nature of Enterprise	Total	Percentage
1	Sole proprietorship	51	41.13
2	Partnership	36	29.03
3	Joint stock company	37	29.84
	Total	124	100

Source: Primary Data

From the table 6 the majority of the respondents 41.13% doing their business under Sole proprietorship.29.84 % of the respondents doing their business in joint stock company, and 29.03% of the respondents doing their business under Partnership. Hence, it is concluded that most of the 41.13% of the respondents doing their business under sole partnership

Table 7
Respondents awareness about present business

S No	Present business	Total	Percentage
1	Yes	90	72.58
2	No	34	27.42
	Total	124	100

Source: Primary Data

From the Table 7 the majority of the 72.58% of the respondents aware about their own business, and 27.42% of the respondents not aware about their business. Hence, it is concluded that majority 72.58% of the respondents aware about our own business.

Table 8
Respondents opinion about capital investment

Business invest	Total	Percentage
Upto Rs.1,00,000	35	28.23
Between Rs. 1,00,001 to Rs. 2,00,000	41	33.06
Rs.2,00,001 to Rs.3,00,000	33	26.61
More than Rs.3,00,000	15	12.10
Total	124	100

Source: Primary Data

From the table 8 the majority (33.06%) of the Respondents are invested in their Business Between Rs 1,00,001 to Rs 2,00,000,28.23% of the respondents were invested up to Rs 100000 .26.61% of the respondents are invested in Rs 200001 to 300000 ,12.10% of the respondents are invested in more than 300000.Hence it is concluded that Majority of the respondent (33.06%)invested in between 100001 to 200000

Table 9
Respondents opinion about Scheme of Govt .Support loans

Bank loans scheme	Total	Percentage
Prime minister RojarYojana (PMRY)	35	29.84
Industrial infrastructure Upgradation Scheme (IIUS)	15	12.10
National Equity Fund Scheme (NES)	10	8.06
NABARD Schemes	51	41.13
If others Please specify	11	8.87
Total	124	100

Source: Primary Data

From the table 9 the most of the (41.13%) respondents doing their business with help of NABARD scheme.29.84% of the respondents doing their business with help of Prime Minister RojarYojana (PMRY).r 12.10 % of the respondents doing their business with help of National Equity Scheme.8.06% of the respondents doing their business with help of Industrial infrastructure upgradation Scheme (IIUS).Hence ,it is concluded that the most of the 41.13 respondents doing their business help of NABARD Schemes.

SUGGESTIONS

- 1.** The entrepreneurs must take good training complete the government and non- governmental activities before starting a unit concerning project formulation, project application and project monitoring.
- 2.** Responsibility of viability studies either by him or finished outside agencies can be very obliging in this regard.The entrepreneurs should adopt contemporary technology in production, skilled labor to make the product/services cost actual.In rural areas collection entrepreneurship especially for women should be encouraged.
- 3.** This method can strengthen the rural women business persons by reinvigorating doings/skills or customary crafts, with which they are well-acquainted but are in jeopardy of being endangered by the market economy.
- 4.** Entrepreneurs will must to be groundbreaking in their approach either in creation designing or service distribution. Innovation is the key for achievement for new entrepreneurs which allow them to remain ahead of their competitors.
- 5.** Entrepreneurs must always remain alert to developing opportunities so that they can violently and proactively access their possible benefits.
- 6.** Entrepreneurial Provision Organizations need to make concentrated promotional labors to popularize their arrangements of assistance for entrepreneurs in overall and for rural entrepreneurs in specific.

7. These organizations also essential to shed their reserve cold biasedbrashness towards the rural entrepreneurs while conceding loans and otheramenities and incentives to the entrepreneurs.
8. Lack of free enterprise is one of the reasons for manufacturingbackwardness in Tamilnadu. People from this region do not getsufficient contact in this field.
9. A village Manufacturing Academy can be set up for up degree oftechnical skill of rural entrepreneurs. Such an academy can offertraining for duration of 2 to 3 months. The programmed should beorganized on explicit trade by taking in to reflection of theavailable capitals and potentialities.
10. Entrepreneurial growthprogramme should be less academic andmore request oriented so that participants are conversant with thequalities needed to face the various problems in management theenterprise. They may organize more entrepreneur developmentprogramme, in the district casing rural areas.
11. Steps must be taken by the Government to encourage privateasset for opening sale counters for locally made handicrafts,handloom and textiles, silk produces etc. at different tourist locationsand quality control and price control would be effected strictly for thebenefit of the tourists.
12. To provide infrastructural services, district administration inconnotation with Government of Tamilnadu should replypositively and utilize loan help from NABARD under “RuralInfrastructure Development Fund” (RIDF).The fund should be usedprofessionally to construct rural roads, rural bonds, rural markets,primary School, primary health centers and other connected ruralinfrastructure project
13. For developing and teaching entrepreneurial talent among thepeople, moreover Entrepreneurial Development Programme (EDP),administration may use media slogans like: “*Be an entrepreneur andhelp the nation*”, “*Be the master and not the servant*” etc.
14. It is moreover necessary to set up singular administrative machinery to dealwith glitches and growth of rural business and trade. Atpresent there is no separate organisation to deal with such animportant sector of the economy. Proper attention has not been givento rural industry and trade either by Government or by anyconnotation due to lack of perception of their potentials.
15. The Government, State Financial Corporations, PracticalConsultancy Establishments, small Industries Development Bank ofIndia and Industry relations should inform their websites with theirsystems and businesses for micro and small scale enterprisesintermittently.

CONCLUSION

Rural zones across most of the increasing world face a stimulatingemployment challenge. The agricultural division is impotent to provide employment chances to the ever growing rural population in India. It was correctlyexperiential by LalBahadurShastri has agricultural development, vital as it is, cannot by himself solve the problem.The growth of rural originalities on deliberate basis can play areal role in growingproduction, efficiency and economic prosperity and giving a broader and sturdier base to

the rural economy in general. In rural parts larger amount of possible remain untapped due to lack of helpful means and organization. Good entrepreneurial skill and advertising talent are to be given to rural entrepreneurs finished proper preparation programmes for carrying entrepreneurial actions. Rural entrepreneurship is predictable to bring about the growth of the rural economy in broad. It can also reduce unpredictability and social efficiency among the unemployed rural youths.

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