A Study On Challenges Faced By Small Scale Entrepreneurship Management In Tirunelveli City

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ABSTRACT

In modern days entrepreneurship are increased and they were faced a lot of issues and challenges. Entrepreneur is one who has creative and innovative ideas for a business. The entrepreneurship reduces the unemployment. The Government was encouraged the Entrepreneurs
and give award for them. Main objective for these awards is to recognize the business and business man and improve the marketability introduced new products for a market. The Central Government issues award for entrepreneurs who have a age of 40 years and they must be first generation entrepreneurs. They were holding a 51% of equity and ownership of business and then women must individually own 75% or more of the enterprise.

**Key words:** Entrepreneur, Innovative, Creativity, Marketability, New products, Business.

**INTRODUCTION**

Entrepreneurship is a innovative and creation of new ideas and introduce a new products in the market and make a profit for the business. At the being entrepreneur have attain high risk. And the entrepreneurs have an reward for the business to improve and business and business man to develop the economic conditions. The India Government encouraged the entrepreneurs. The latest news of Entrepreneurs was the Government aims of National Entrepreneurship Awards 2019 are to young first generation entrepreneurs and ecosystem builders for their entrepreneurship development. This award was given upcoming November 2019 the Government may awarded total of 45 awards to be bestowed and 39 enterprise awards and 6 awards for entrepreneurship ecosystem. The entrepreneurship management faced a lot of challenges they are cash flow management, time management, delegating tasks, infrastructure sickness and lack of technical issues etc.,

**OBJECTIVES OF THE STUDY**

- To know the challenges faced by small scale entrepreneurship management.
- To know the Government schemes for entrepreneur’s development.
- To analyze the challenges of small scale entrepreneurs.
- To improve the economic condition of our country.
- To improve the entrepreneurs individual innovative and creative ideas for the products.

**REVIEW OF LITERATURE**

- **Ryan, Tipu, Zeffance (2011)**¹ In their article “Need for achievement and entrepreneurial potential” analyzed that various other exogenous factors like, culture ethnic experience on the over all business and family businesses background, gifted business acumen and their emotional intelligence were found to be related with entrepreneurial orientations.
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CHALLENGES OF SMALL SCALE ENTREPRENEURS MANAGEMENT

The small scale entrepreneurs faced a lot of problems they are as follow as

Lack of Technical Issues:

The small scale Entrepreneurs have run a business in small level. So they are all faced a technical problems. The Entrepreneurs does not have an knowledge about technical problems.

Infrastructure Sickness:

The small scale entrepreneurs do not have excellent infrastructure facility. They run the business in small level for eg: Pickle business, soft drinks business, food factory business etc., these businesses are not having a high quality infrastructure. But entrepreneur increase the infrastructure facility of the own business.

Delegating Tasks:

The small scale entrepreneurs run the business in small level so they move the goods to one place to another place is difficult. They were problem about delegating tasks. The small scale entrepreneurs slowly do the work because they are not having a facility of the business. So they were improving the business in large level.

Marketing Strategy:

The small scale entrepreneurs have faced marketing problems. The small scale entrepreneurs do not have a large connectivity of business and their marketing strategy of the small scale entrepreneurs have a local level. So the product of the small scale entrepreneurs has a local bias.
Time Management:

The Time management of the small scale business is very low. They do not keep a good time management. The small scale Entrepreneurs improves the time management.

METHODOLOGY

Primary data:

Primary data was collected from the respondents through systematically prepared questionnaire through structured interview methods.

Secondary data:

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ANALYSIS AND INTERPRETATION

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Age wise

| Below 25 years | 20 | 13  |
| 25-35 years    | 30 | 19  |
| 35-45 years    | 40 | 26  |
| 45-55 years    | 35 | 22  |
| Above 55 years | 31 | 20  |
| Total          | 156| 100 |

Monthly income

| Below Rs 25000 | 36 | 23  |
Table 1 shows that out of 156 respondents 55 percentage of the respondents are Male, Next 26 percentage of the respondents are under age group 35-45 years, Next 26 percentage of the respondents are under monthly income of Rs 35000-45000 and above 45,000, Next 24 percentage of the respondents are Graduate.

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Challenges Faced by Entrepreneurship Management

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Source: Computed data

Table-2 shows that Marketing Strategy first score 173, next Lack of Technical Issues ranked second score 124, next Infrastructure ranked third score 88, next Time Management ranked fourth score 62, next Delegating Tasks ranked fifth score 60.
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H₀₁ – There is no significant association between Gender of the respondents and challenges of small scale entrepreneur’s management

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FINDINGS

- 55% of the respondents are male.
- 26% of the respondents are under the age group 35-45 years.
- 26% of the respondents are under the monthly income of 35,000 – Above 45,000.
- 24% of the respondents are Graduate.
- The major challenges faced by entrepreneurship management are marketing strategy.
- There is no significant association between Gender of the respondents and challenges of small scale entrepreneurs management are same.
SUGGESTION

➢ To start a new small business first we are all well know about the business.
➢ To make decision and invest to start a business because the business make attain whether profit or loss.
➢ In Modern days technology knowledge is necessary. So improve the aptitude, talent and skills.
➢ To improve entrepreneur management the owner creative thinking and innovative the new products in the market.

CONCLUSION

The small scale Entrepreneurs faced lot of problems to run the business. It conclude that small entrepreneurs are learn more and more in related of business so only the business earn a high profit and enlarge a business. The entrepreneurs reduce the business problems in technical and marketing strategy. In modern days technology knowledge is necessary. So improve the aptitude, talent and skills. The entrepreneurs improve the business of its own idea and creative thinking of knowledge.

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<tr>
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<td>16</td>
<td>20</td>
<td>10</td>
<td>28</td>
<td>12</td>
<td>86</td>
</tr>
<tr>
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GENDER OF THE RESPONDENTS AND CHALLENGES OF SMALL SCALE ENTREPRENEURS MANAGEMENT

H₀₁ – There is no significant association between Gender of the respondents and challenges of small scale entrepreneur’s management

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- To start a new small business first we are all well know about the business.
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- To know the challenges faced by small scale entrepreneurship management.
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- To analyze the challenges of small scale entrepreneurs.
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Primary data:

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ANALYSIS AND INTERPRETATION

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<th>Total</th>
<th>Mean score</th>
<th>Rank</th>
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<tbody>
<tr>
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<td>124</td>
<td>24.8</td>
<td>2</td>
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<tr>
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<td>88</td>
<td>17.6</td>
<td>3</td>
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<td>60</td>
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ANALYSIS AND INTERPRETATION

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</tr>
</thead>
<tbody>
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<td>86</td>
<td>55</td>
</tr>
<tr>
<td>Female</td>
<td>70</td>
<td>45</td>
</tr>
<tr>
<td>Total</td>
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</tbody>
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</thead>
<tbody>
<tr>
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Challenges Faced by Entrepreneurship Management

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Table-2 shows that Marketing Strategy first score 173, next Lack of Technical Issues ranked second score 124, next Infrastructure ranked third score 88, next Time Management ranked fourth score 62, next Delegating Tasks ranked fifth score 60.
GENDER OF THE RESPONDENTS AND CHALLENGES OF SMALL SCALE ENTREPRENEURS MANAGEMENT

H₀₁ –There is no significant association between Gender of the respondents and challenges of small scale entrepreneur’s management

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The value of chi-square is 9.488 (d.f = 4) and associated significant value is 7.5. Therefore, the null hypothesis is accepted. Hence there is significance association between gender of the respondents and challenges faced by entrepreneurship management. So it can be concluded that respondents’ challenges faced by entrepreneurship management is same according to gender wise.

FINDINGS

- 55% of the respondents are male.
- 26% of the respondents are under the age group 35-45 years.
- 26% of the respondents are under the monthly income of 35,000 – Above 45,000.
- 24% of the respondents are Graduate.
- The major challenges faced by entrepreneurship management are marketing strategy.
- There is no significant association between Gender of the respondents and challenges of small scale entrepreneurs management are same.
SUGGESTION

- To start a new small business first we are all well know about the business.
- To make decision and invest to start a business because the business make attain whether profit or loss.
- In Modern days technology knowledge is necessary. So improve the aptitude, talent and skills.
- To improve entrepreneur management the owner creative thinking and innovative the new products in the market.

CONCLUSION

The small scale Entrepreneurs faced lot of problems to run the business. It conclude that small entrepreneurs are learn more and more in related of business so only the business earn a high profit and enlarge a business. The entrepreneurs reduce the business problems in technical and marketing strategy. In modern days technology knowledge is necessary. So improve the aptitude, talent and skills. The entrepreneurs improve the business of its own idea and creative thinking of knowledge.

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ABSTRACT
In modern days entrepreneurship are increased and they were faced a lot of issues and challenges. Entrepreneur is one who has creative and innovative ideas for a business. The entrepreneurship reduces the unemployment. The Government was encouraged the Entrepreneurs
and give award for them. Main objective for these awards is to recognize the business and business man and improve the marketability introduced new products for a market. The Central Government issues award for entrepreneurs who have a age of 40 years and they must be first generation entrepreneurs. They were holding a 51% of equity and ownership of business and then women must individually own 75% or more of the enterprise.

Key words: Entrepreneur, Innovative, Creativity, Marketability, New products, Business.

INTRODUCTION

Entrepreneurship is a innovative and creation of new ideas and introduce a new products in the market and make a profit for the business. At the being entrepreneur have attain high risk. And the entrepreneurs have an reward for the business to improve and business and business man to develop the economic conditions. The India Government encouraged the entrepreneurs. The latest news of Entrepreneurs was the Government aims of National Entrepreneurship Awards 2019 are to young first generation entrepreneurs and ecosystem builders for their entrepreneurship development. This award was given upcoming November 2019 the Government may awarded total of 45 awards to be bestowed and 39 enterprise awards and 6 awards for entrepreneurship ecosystem. The entrepreneurship management faced a lot of challenges they are cash flow management, time management, delegating tasks, infrastructure sickness and lack of technical issues etc.,

OBJECTIVES OF THE STUDY

➢ To know the challenges faced by small scale entrepreneurship management.
➢ To know the Government schemes for entrepreneur’s development.
➢ To analyze the challenges of small scale entrepreneurs.
➢ To improve the economic condition of our country.
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<tr>
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Table-2 shows that Marketing Strategy first score 173, next Lack of Technical Issues ranked second score 124, next Infrastructure ranked third score 88, next Time Management ranked fourth score 62, next Delegating Tasks ranked fifth score 60.
GENDER OF THE RESPONDENTS AND CHALLENGES OF SMALL SCALE ENTREPRENEURS MANAGEMENT

H01 – There is no significant association between Gender of the respondents and challenges of small scale entrepreneur’s management

Table 2

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- 24% of the respondents are Graduate.
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➢ To start a new small business first we are all well know about the business.
➢ To make decision and invest to start a business because the business make attain whether profit or loss.
➢ In Modern days technology knowledge is necessary. So improve the aptitude, talent and skills.
➢ To improve entrepreneur management the owner creative thinking and innovative the new products in the market.

CONCLUSION

The small scale Entrepreneurs faced lot of problems to run the business. It conclude that small entrepreneurs are learn more and more in related of business so only the business earn a high profit and enlarge a business. The entrepreneurs reduce the business problems in technical and marketing strategy. In modern days technology knowledge is necessary. So improve the aptitude, talent and skills. The entrepreneurs improve the business of its own idea and creative thinking of knowledge.

REFERENCES

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- www.thehindubusinessline.com
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A Study On Challenges Faced By Small Scale Entrepreneurship Management In Tirunelveli City

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ABSTRACT

In modern days entrepreneurship are increased and they were faced a lot of issues and challenges. Entrepreneur is one who has creative and innovative ideas for a business. The entrepreneurship reduces the unemployment. The Government was encouraged the Entrepreneurs
and give award for them. Main objective for these awards is to recognize the business and business man and improve the marketability introduced new products for a market. The Central Government issues award for entrepreneurs who have a age of 40 years and they must be first generation entrepreneurs. They were holding a 51% of equity and ownership of business and then women must individually own 75% or more of the enterprise.

Key words: Entrepreneur, Innovative, Creativity, Marketability, New products, Business.

INTRODUCTION

Entrepreneurship is a innovative and creation of new ideas and introduce a new products in the market and make a profit for the business. At the being entrepreneur have attain high risk. And the entrepreneurs have an reward for the business to improve and business and business man to develop the economic conditions. The India Government encouraged the entrepreneurs. The latest news of Entrepreneurs was the Government aims of National Entrepreneurship Awards 2019 are to young first generation entrepreneurs and ecosystem builders for their entrepreneurship development. This award was given upcoming November 2019 the Government may awarded total of 45 awards to be bestowed and 39 enterprise awards and 6 awards for entrepreneurship ecosystem. The entrepreneurship management faced a lot of challenges they are cash flow management, time management, delegating tasks, infrastructure sickness and lack of technical issues etc.,

OBJECTIVES OF THE STUDY

➢ To know the challenges faced by small scale entrepreneurship management.
➢ To know the Government schemes for entrepreneur’s development.
➢ To analyze the challenges of small scale entrepreneurs.
➢ To improve the economic condition of our country.
➢ To improve the entrepreneurs individual innovative and creative ideas for the products.

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❖ Ryan, Tipu, Zeffance (2011) In their article “Need for achievement and entrepreneurial potential” analyzed that various other exogenous factors like, culture ethnic experience on the over all business and family businesses background, gifted business acumen and their emotional intelligence were found to be related with entrepreneurial orientations.
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CHALLENGES OF SMALL SCALE ENTREPRENEURS MANAGEMENT

The small scale entrepreneurs faced a lot of problems they are as follow as

Lack of Technical Issues:

The small scale Entrepreneurs have run a business in small level. So they are all faced a technical problems. The Entrepreneurs does not have an knowledge about technical problems.

Infrastructure Sickness:

The small scale entrepreneurs do not have excellent infrastructure facility. They run the business in small level for eg: Pickle business, soft drinks business, food factory business etc., these businesses are not having a high quality infrastructure. But entrepreneur increase the infrastructure facility of the own business.

Delegating Tasks:

The small scale entrepreneurs run the business in small level so they move the goods to one place to another place is difficult. They were problem about delegating tasks. The small scale entrepreneurs slowly do the work because they are not having a facility of the business. So they were improving the business in large level.

Marketing Strategy:

The small scale entrepreneurs have faced marketing problems. The small scale entrepreneurs do not have a large connectivity of business and their marketing strategy of the small scale entrepreneurs have a local level. So the product of the small scale entrepreneurs has a local bias.
Time Management:

The Time management of the small scale business is very low. They do not keep a good time management. The small scale Entrepreneurs improves the time management.

METHODOLOGY

Primary data:

Primary data was collected from the respondents through systematically prepared questionnaire through structured interview methods.

Secondary data:

The main source of information for secondary data was collected from old records and the websites books, journals, newspaper etc

ANALYSIS AND INTERPRETATION

Table-1

Socio economic profile

<table>
<thead>
<tr>
<th>Gender</th>
<th>No of Respondent</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>86</td>
<td>55</td>
</tr>
<tr>
<td>Female</td>
<td>70</td>
<td>45</td>
</tr>
<tr>
<td>Total</td>
<td>156</td>
<td>100</td>
</tr>
</tbody>
</table>

Age wise

| Below 25 years | 20   | 13 |
| 25-35 years    | 30   | 19 |
| 35-45 years    | 40   | 26 |
| 45-55 years    | 35   | 22 |
| Above 55 years | 31   | 20 |
| Total          | 156  | 100|

Monthly income

| Below Rs 25000 | 36   | 23 |
Table 1 shows that out of 156 respondents 55 percentage of the respondents are Male, Next 26 percentage of the respondents are under age group 35-45 years, Next 26 percentage of the respondents are under monthly income of Rs 35000-45000 and above 45,000, Next 24 percentage of the respondents are Graduate.

<table>
<thead>
<tr>
<th>Rs 25000-35000</th>
<th>39</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rs 35000-45000</td>
<td>40</td>
<td>26</td>
</tr>
<tr>
<td>Above Rs 45000</td>
<td>41</td>
<td>26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>156</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
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<th>Educational qualification</th>
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</thead>
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</tr>
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Source: primary data

Table-2 shows that Marketing Strategy first score 173, next Lack of Technical Issues ranked second score 124, next Infrastructure ranked third score 88, next Time Management ranked fourth score 62, next Delegating Tasks ranked fifth score 60.

<table>
<thead>
<tr>
<th>Particular</th>
<th>Total</th>
<th>Mean score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of Technical Issues</td>
<td>124</td>
<td>24.8</td>
<td>2</td>
</tr>
<tr>
<td>Infrastructure Sickness</td>
<td>88</td>
<td>17.6</td>
<td>3</td>
</tr>
<tr>
<td>Delegating Tasks</td>
<td>60</td>
<td>12.0</td>
<td>5</td>
</tr>
<tr>
<td>Marketing Strategy</td>
<td>173</td>
<td>34.6</td>
<td>1</td>
</tr>
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<td>62</td>
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GENDER OF THE RESPONDENTS AND CHALLENGES OF SMALL SCALE ENTREPRENEURS MANAGEMENT

H₀₁ – There is no significant association between Gender of the respondents and challenges of small scale entrepreneur’s management

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Affiliated to Manonmaniam Sundaranar University
Mail id: chandru661993@gmail.com

ABSTRACT

In modern days entrepreneurship are increased and they were faced a lot of issues and challenges. Entrepreneur is one who has creative and innovative ideas for a business. The entrepreneurship reduces the unemployment. The Government was encouraged the Entrepreneurs
and give award for them. Main objective for these awards is to recognize the business and business man and improve the marketability introduced new products for a market. The Central Government issues award for entrepreneurs who have a age of 40 years and they must be first generation entrepreneurs. They were holding a 51% of equity and ownership of business and then women must individually own 75% or more of the enterprise.

**Key words:** Entrepreneur, Innovative, Creativity, Marketability, New products, Business.

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- To know the challenges faced by small scale entrepreneurship management.
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CHALLENGES OF SMALL SCALE ENTREPRENEURS MANAGEMENT

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The small scale entrepreneurs do not have excellent infrastructure facility. They run the business in small level for eg: Pickle business, soft drinks business, food factory business etc., these businesses are not having a high quality infrastructure. But entrepreneur increase the infrastructure facility of the own business.

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The small scale entrepreneurs run the business in small level so they move the goods to one place to another place is difficult. They were problem about delegating tasks. The small scale entrepreneurs slowly do the work because they are not having a facility of the business. So they were improving the business in large level.

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</tr>
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<tbody>
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<td>55</td>
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<tr>
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<td>70</td>
<td>45</td>
</tr>
<tr>
<td>Total</td>
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Challenges Faced by Entrepreneurship Management

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GENDER OF THE RESPONDENTS AND CHALLENGES OF SMALL SCALE ENTREPRENEURS MANAGEMENT

H$_{01}$ – There is no significant association between Gender of the respondents and challenges of small scale entrepreneur’s management

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The value of chi-square is 9.488 (d.f = 4) and associated significant value is 7.5. Therefore, the null hypothesis is accepted. Hence there is significance association between gender of the respondents and challenges faced by entrepreneurship management. So it can be concluded that respondents’ challenges faced by entrepreneurship management is same according to gender wise.

**FINDINGS**

- 55% of the respondents are male.
- 26% of the respondents are under the age group 35-45 years.
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- The major challenges faced by entrepreneurship management are marketing strategy.
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SUGGESTION

➢ To start a new small business first we are all well know about the business.
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The small scale Entrepreneurs faced lot of problems to run the business. It conclude that small entrepreneurs are learn more and more in related of business so only the business earn a high profit and enlarge a business. The entrepreneurs reduce the business problems in technical and marketing strategy. In modern days technology knowledge is necessary. So improve the aptitude, talent and skills. The entrepreneurs improve the business of its own idea and creative thinking of knowledge.

REFERENCES

Web Sources:

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<td>Delegating Tasks</td>
<td>60</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Marketing Strategy</td>
<td>173</td>
<td>34.6</td>
<td>1</td>
</tr>
<tr>
<td>Time Management</td>
<td>62</td>
<td>12.4</td>
<td>4</td>
</tr>
</tbody>
</table>

Table-2 shows that Marketing Strategy first score 173, next Lack of Technical Issues ranked second score 124, next Infrastructure ranked third score 88, next Time Management ranked fourth score 62, next Delegating Tasks ranked fifth score 60.
GENDER OF THE RESPONDENTS AND CHALLENGES OF SMALL SCALE ENTREPRENEURS MANAGEMENT

H₀₁ – There is no significant association between Gender of the respondents and challenges of small scale entrepreneur’s management.

### Table 2

<table>
<thead>
<tr>
<th>Gender</th>
<th>Challenges Faced by Entrepreneurship Management</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lack of Technical Issues</td>
</tr>
<tr>
<td>Male</td>
<td>16</td>
</tr>
<tr>
<td>Female</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>36</strong></td>
</tr>
</tbody>
</table>

### Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>9.488</td>
<td>4</td>
<td>7.5</td>
</tr>
</tbody>
</table>

**Source: Computed Data**

The value of chi-square is 9.488 (d.f = 4) and associated significant value is 7.5. Therefore, the null hypothesis is accepted. Hence there is significance association between gender of the respondents and challenges faced by entrepreneurship management. So it can be concluded that respondents’ challenges faced by entrepreneurship management is same according to gender wise.

**FINDINGS**

- 55% of the respondents are male.
- 26% of the respondents are under the age group 35-45 years.
- 26% of the respondents are under the monthly income of 35,000 – Above 45,000.
- 24% of the respondents are Graduate.
- The major challenges faced by entrepreneurship management are marketing strategy.
- There is no significant association between Gender of the respondents and challenges of small scale entrepreneurs management are same.
SUGGESTION

- To start a new small business first we are all well know about the business.
- To make decision and invest to start a business because the business make attain whether profit or loss.
- In Modern days technology knowledge is necessary. So improve the aptitude, talent and skills.
- To improve entrepreneur management the owner creative thinking and innovative the new products in the market.

CONCLUSION

The small scale Entrepreneurs faced lot of problems to run the business. It conclude that small entrepreneurs are learn more and more in related of business so only the business earn a high profit and enlarge a business. The entrepreneurs reduce the business problems in technical and marketing strategy. In modern days technology knowledge is necessary. So improve the aptitude, talent and skills. The entrepreneurs improve the business of its own idea and creative thinking of knowledge.

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