

Troubles Facing by the Entrepreneur to Exist in the Rural Areas

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Abstract-The entrepreneur plays a vital role in the growth of a nation. The entrepreneur does the business with the main intention of earning profits. we can see a number of entrepreneurs in India. In the growth of population, the competition of entrepreneurs has been increased rapidly. By the rapid growth of entrepreneurs and heavy competition, they are facing some of the troubles to exist in the rural areas in these paper some of the troubles facing by the entrepreneur are mentioned by the survive done by the researcher in the Kamalapuram of Kadapa district. The methodology used in these papers was a questionnaire prepared by the authors, consisting of 30 entrepreneurs statements light of findings are also discussed in this article.

Keywords-Troubles of Entrepreneur, Capital, Hiring Employs, Heavy competition

1. INTRODUCTION

The word “entrepreneur” originates from a French word *entreprendre*, meaning “to do something” or “to undertake. The entrepreneur means the person undertaking the business with the intention of to earn profits taking on financial risks the entrepreneur sets the business in the regional area's growth himself with economically socially. An entrepreneur is a person who, rather than working as a worker, found and runs a small business, arrogant all the risks and rewards of the business endeavor. The entrepreneur is normally seen as a leader, a source of new ideas, goods, services and business/or procedures. Entrepreneur plays a vital role in the society for the development of a nation. The entrepreneurs exchange goods and services with the profit motive he takes the whole risk in the business the organization runs buy him singly.

2. TYPES OF ENTREPRENURS

- I) Innovative Entrepreneur
- II) Imitating Entrepreneurs
- III) Fabian Entrepreneurs
- IV) Drone Entrepreneurs
- V)

I. Innovative Entrepreneur:

These are the ones who invent the new ideas, new products, new production methods or processes, discover potential markets and reorganize the company's structure. These are the industry leaders and contributes significantly towards the economic development of the country. The innovative entrepreneurs have an unusual foresight to recognize the demand for goods and services. They are always ready to take a risk because they enjoy the excitement of a challenge, and every challenge has some risk associated with it.

II. Imitating Entrepreneurs:

The imitating entrepreneurs are those who immediately copy the new inventions made by the innovative entrepreneurs. These do not make any innovations by themselves; they just imitate the technology, processes, methods pioneered by others. These entrepreneurs are found in the places where there is a lack of resources or industrial base due to which no new innovations could be made.

III. Fabian Entrepreneurs:

These types of entrepreneurs are skeptical about the changes to be made in the organization. They do not initiate any inventions but follow only after they are satisfied with its success rate. They wait for some time before the innovation becomes well tested by others and do not result in a huge loss due to its failure.

IV. Drone Entrepreneurs:

These entrepreneurs are reluctant to change since they are very conservative and do not want to make any changes in the organization. They are happy with their present mode of business and do not want to change even if they are suffering the losses.

3. PROFILE OF THE STUDY AREA

Kamalapuram is one of the 50 Mandals in Kadapa District.

Population	: 20623
Males	: 10018
Females	: 10605
Geographical area	: 18 km ²
Entrepreneurs	: 100

In fact, there are small and traditional entrepreneurs in the study area of Kamalapuram numbered in Italic.

4. METHODOLOGY

The questionnaire has been used as an instrument to collect the data from the selected entrepreneur about the troubles being faced by the Entrepreneur in the study area. The study is based on the primary data from 30 entrepreneur respondents from the rural area of Kamalapuram, Kadapa District, Andhra Pradesh. The entrepreneur was selected from rural areas of Cuddapah district Andhra Pradesh. The entrepreneur was suggested by the researcher how to fill out the questionnaire. The collected data is analysed and discussed to study how the entrepreneurs are encountering the hurdles and facing the bottle necks in their endeavor

5. DATA ANALYSIS AND DISCUSSION

The data in the questionnaire collected from the entrepreneurs of Kamalapuram, Cuddapah district Andhra Pradesh. The response from 30 entrepreneurs to the questionnaire is analyzed in the form of bar graph. Entrepreneur opinions shown in the following table.

**Table – 1
Profile of the Entrepreneurs**

Sl. No.	Name of the Entrepreneur	Age	Shop Name	Qualification	Experience	Investment
1	K.Raja Sekhar Rao	40	Subbu Studio	SSC	7 yrs.	1,00,000
2	S.Karimulla	38	Ayesha Fancy Store	ITI	3 yrs.	2,00,000
3	S.Ghouse Basha	57	Rice Marchent	SSC	10 yrs.	1,00,000
4	Elisha Babu	53	Professional Courier	UG	30 yrs.	10,000
5	MedaSubbarao	62	Lakshmi Venkateswara Traders	Inter	30 yrs.	1,50,000
6	G.MaduSudhan	52	Madu Pan Center	UG	35 yrs.	1,00,000
7	Nazeer	58	Nazeer Cool Drink Shop	SSC	30 yrs.	3,00,000
8	M.C. Venkatesh	34	Siva Hair Style	SSC	20 yrs.	2,50,000
9	Ismail	23	Star Cool Drinks	Bcom	1 yrs.	3,50,000
10	C.Venkatesh	28	Sri SrinivaHot	UG	18 yrs.	3,00,000

Sl. No.	Name of the Entrepreneur	Age	Shop Name	Qualification	Experience	Investment
11	Mahabob Basha	59	Chicken Center	SSC	35 yrs.	3,00,000
12	D.Anjan Kumar	38	Readymade shop	UG	8 yrs.	8,00,000
13	S.Khajahussen	30	Al-Noor Mobiles	UG	16 yrs.	8,00,000
14	S.M.valli	30	Valli Internet	UG	9 yrs.	2,00,000
15	Dasthagiri	33	Dasthagiricotton shop	9th class	7 yrs.	1,00,000
16	S.Munna	26	MadhinaHotel	Inter	7 yrs.	1,00,000
17	P. Subbaredy	33	Rice shop	Degree	6Year	4,00,000
18	Suresh	47	Suresh Medical Shop	Degree	25 yrs.	2,00,000
19	P.Rajashaker	58	Sri Sai Printers	10th	20 yrs.	2,00,000
20	Jaya Chandra	40	Vishnu Studio	UG	20 yrs.	3,00,000
21	N.Venkataramana	58	Ramesh Trader	10th	35 Year	15,00,000
22	S.Saleem	22	Emaran Cool Drink shop	UG	10 yrs.	4,00,000
23	ANV. Karthik	30	AmbatiCloth Store	Inter	60 yrs.	20,00,000
24	Rabbani	32	AalshiaComputer	Inter	2 yrs.	1,00,000
25	B.Janadhanna Rao	45	AyyapaBangles	10th	27 yrs.	10,00,000
26	G.V.Sumaran	35	Fancy Store	Inter	30 yrs.	4,00,000
27	S.chandra	38	Fashion Foot wear	Inter	7 yrs.	6,30,000
28	T.Mallikarjuna	28	Meesava	UG	5 yrs.	2,50,000
29	P.venkataramana	41	Sreevasavi General Store	Inter	7yrs.	3,50,000
30	P.Venkatesh	62	Sreelakshmi Venkateswara Hotel		25 yrs.	2,50,000

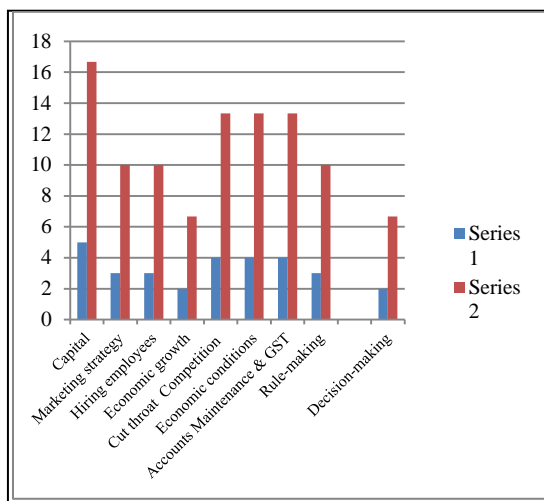
**Table – 2
Problems Encountered By Entrepreneurs**

Sl. No.	Entrepreneurs Problems	Entrepreneur Respondents	% to Total
1	Capital	5	16.67
2	Marketing strategy	3	10.00
3	Hiring employees	3	10.00
4	Economic growth	2	6.67

5	Cut throat Competition	4	13.33
6	Economic conditions	4	13.33
7	Accounts Maintenance & GST	4	13.33
8	Rule-making	3	10.00
9	Decision-making	2	6.67
	TOTAL	30	100.00

The problems of the entrepreneurs are depicted in the bar diagram.

FIGURE – 1



6. PROBLEMS

- I) Capital
- II) Marketing Strategy
- III) Hiring employees
- IV) Economic growth
- V) Heavy competition
- VI) Economic conditions
- VII) Accounts Maintenance
- VIII) Rule-making
- IX) Decision-making

I) Capital

It can be observed from the table that about 16.67 per cent of the entrepreneurs are facing the problem related to capital particularly the working capital. In other words, capital is seemed to be one of the major problems of the entrepreneur. He is unable to invest a huge amount needed in the business because of his socio- economic conditions. The working capital is supposed to be provided by the commercial banks but that facility is not being availed by the entrepreneur for obvious reasons.

II) Marketing Strategy

It can be observed from the table that about 10.00 percent of the entrepreneurs are facing the problem related to marketing strategy particularly the working capital. The entrepreneur lack of his communication skills in the business. He gets losses in the business to improve the firm he doesn't know the way of selling the products and he did know how to advertise and no the proper way of attracting the customers. The lag of communication skills and marketing strategies of the entrepreneur leads the business into losses. The marketing strategy is one of the major problems of the entrepreneur the firm, leads into the losses.

III) Hiring Employees

It can be observed from the table that about 10.00 per cent of the entrepreneurs are facing the problem related to Hiring Employees particularly the working capital. The entrepreneur takes the whole responsibility of the firm he faces all the risk. He doesn't have the capability to hire employees his social and economic conditions doesn't permit him to hire the employees. He is the solo performer of the business he faces all the consequences by himself and he doesn't have any support in the business. There is one of the major problems of the entrepreneur in business.

IV) Economic Growth

It can be observed from the table that about 6.67percent of the entrepreneurs are facing the problem related to Economic Growth particularly the working capital.

With the rapid growth of the entrepreneurs in the rural areas and the heavy competition he facing the economic problems and leading to losses. By these, he doesn't grow economically in the business. The entrepreneur lacking skills his social economic conditions including changes in the business and other economic changes wage rates, purchases costs, the uncertainty of demand all the aspects are the problems for the entrepreneur to survive in the business.

(V) Cut throat Competition

It can be observed from the table that about 13.33 percent of the entrepreneurs are facing the problem related to cut throat competition particularly the working capital. In the rapid growth of population in India the growth of entrepreneur has been rapidly increased there is huge competition with other entrepreneurs in these process he has pressure from his competitive entrepreneurs he fails to attract the customers in his way and the customers habituated for the particular entrepreneur these is one of the problems of entrepreneur in the business.

VI) Economic Conditions

It can be observed from the table that about 13.33 percent of the entrepreneurs are facing the problem related to Economic Conditions particularly the working capital.

The entrepreneur starts the business with borrowed capital from others. He pays the amount for the lenders with interest and to reinvestment the capital in the business. He does purchase high quality of goods due to his economic conditions to get more marginal profit and he purchases small goods and he get small profits. There are one of the major problems of the entrepreneur to survive the business.

VII) Maintenance of Accounts&GST

The customers maintain the accounts with the particular entrepreneur. Customers are habituated to the entrepreneur and they maintain petty cash with the entrepreneur. They don't show the interest to purchase goods in the new firms and they are not whiling to maintain the transactions with new entrepreneurs. This shows the impact on the entrepreneurs to survive in the rural areas.

VIII) Rule-Making

The small entrepreneurs don't have any experience in business to get profits he starts the business for surviving. Similarly, plenty of small entrepreneurs have established an ineffective business in rural areas where they had no previous experience. So, wherever he had no experience in banking, financing, exchanging of goods and services in lack of experience he fails to set up rules himself to enhance the business these are the problems of the entrepreneur to survive.

IX) Decision-Making

The entrepreneur wants to make different decisions at different levels day to day in the business . Sometimes he wants to take quick decisions in the business every decision shows the impact on his business a small decision can change the entire business of the entrepreneur. So the entrepreneurs should take a small decision very carefully and with the intention. These major problems of the entrepreneur in the business.

7. REMEDIES

- I) Capital investing by the entrepreneur borrowed from others he should take the amount for low interest.
- II) The entrepreneur should learn the marketing strategies from the experienced entrepreneurs to enhance is business.
- III) The entrepreneur should hire the employees in the business to reduce his burden if he had economical problems he should involve his family members into the business.
- IV) The entrepreneur should take precautions in economic conditions he should change himself

according to changes day to day life in business and he should use his skill to reduce the expenditure amount in business.

- V) The rapid growth of an entrepreneur in rural areas he should attract the customers by using his communication skills to improve his business.
- VI) The entrepreneur should maintain his economic conditions in better he should use his experience in his business.
- VII) The customers are habituated to the particular entrepreneur should grasp the attention of the customers towards him using his skills and giving discounts maintaining petty cash books etc.
- VIII) The entrepreneurs should learn how to exchange goods he should to make the rules to improve is business with consulting experienced entrepreneurs.
- IX) The entrepreneur should take good decisions at the right time he should be careful while taking decisions if needed he should take the suggestions from others.

8. CONCLUSION

The entrepreneur plays the major role in the growth of a nation. But by the rapid growth of population in the society, the entrepreneurs increased rapidly and they are facing so many troubles to survive in the rural areas investing the capital by borrowing and paying the interest to the lenders his economic and social conditions. Lacking managerial and marketing strategies, lack of communication skills. The entrepreneur should enhance all aspects to improve his business. The government should take the invitation and should give economical support to the entrepreneurs. some originations should give support to the entrepreneurs .some institutions should teach them skills in business how to enhance the business. Then the entrepreneurs can survive in the rural areas.

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