

ENCOURAGING ENTREPRENEURSHIP IS THE WAY TO REDUCE UNEMPLOYMENT -WITH SPECIAL REFERENCE TO MANU- FACTURING UNITS IN GUINDY

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ABSTRACT

This study indicates the culture of entrepreneurship, observes the unemployment crisis. The relationship between entrepreneurship and unemployment and on what the entrepreneur tries to get from new startups of business and an unemployed after startups. This study examined the possibilities on whether unemployed crisis is decreased through entrepreneurship, for this purpose the study limits to 120 targeted respondents from manufacturing units in Guindy and this study suits a descriptive survey design follows to this some tools like ANOVA, t-test and percentage analysis are used to test the hypothesis and finally resulted with entrepreneurship is the main strategy to reduce unemployment, where finance and changes in government policies the two important factors play a troublesome role in the new startups part.

KEY WORDS: *Entrepreneur, Entrepreneurship, Unemployment, Startup, Finance And Government Policies*

I. INTRODUCTION

The challenge now is to make all persons engage with some work for our standard of living, this is now an economic crisis, year on year number of members completing their studies from different platforms and some are quitting their studies in between for some financial problem is everybody is engaged with work or if engaged are they given proper salary for the effort spent this exists on a regular basis or will everybody be possible to get work under a single roof, on this place entrepreneurship plays a vital role. That one person can do multiple work and can observe various sectors and understand the process and can start a new business on their own, it will help some unemployed to get employment opportunities. This is the startup point of reducing unemployment – Entrepreneurship.

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II. REVIEW OF LITERATURE

Samuel (2019) Analyse The Study On Entrepreneurship Uptake A Solution To Unemployment Challenges In Developing Countries (A Study Of Nigeria) To Examine Entrepreneurship Solution To Unemployment Challenges And Used Percentage , Chi-Square Analysis And Find Out That The Entrepreneurship Would Influence Unemployment Challenges Since It Help Individuals Financial Capacity. Standard Of Living Of The People Turn Out To Poverty Level In The Country And Shows That Entrepreneurship Could Be Means Of Getting Rid Of Unemployment Deficit However Government Needs To Check Previous Policies To Create Platform For Entrepreneurs To Develop Themselves Like Seminar Conference

Varalakshmi(2019) explained about an empirical study on youth perception towards entrepreneurship with reference to Vijayawada city, and focused on the perception of the youth towards entrepreneurship, the awareness of youth regarding government regulations , schemes, credit facilities related to business and To study the different barriers and obstacles faced by entrepreneurs , the researcher have used percentage and chi-square test and finally concluded with that both men and women received equal opportunities towards business ownership, and in other factors like economic status and annual income influenced the opinion of the youth towards entrepreneurship and based on qualification their prefer entrepreneurship as career, in India job seekers are more compared to job creators if the government encourages youth by offering credit facilities subsidies then India will get good entrepreneurs form the youth.

Ikupolati (2018) Explain An Empirical Study On The Disparity Between Small Business And Entrepreneurship In Developing Economies Have Used Percentage Analysis, Pearson Correlation To Find The Relationship On Small Business And Entrepreneurship Towards High Employment Opportunity And Find That Small Business Are Drivers Of Individuals Business Initiative And Entrepreneurial Behaviour Entrepreneurship Would Have Significant Impact On The Economic Growth Of The Nation.

Dr. VarshaGoel (2017)An Empirical Study Of Factors Affecting Entrepreneurial Development In Msme Is Developed To Analyse Factors Affecting Of Entrepreneurial Development , To Find Out The Significant Difference Between Entrepreneurial Factors And Entrepreneurial Development ,To Suggest For Enhancement Of Entrepreneurial Development In India And Used Percentage And One Way Anova Concluded With Due To Lack Of Occupational Experience , Lack Of Communication Skills, Lack Of Exposure To Modern Technology. Are The Factors Deviated Entrepreneur.Secondly Understanding Motivational And Success Factors Can Be Helpful For Entrepreneurs , This Can Effect The Increase Of Percentage Of Successful Ventures

Dr.Dim (2016) Conducted A Study On Entrepreneurship Development And Unemployment Reduction In Nigeria Used The Tools Percentage , Anova , Correlation To Find The Extend Of The Relationship Between Entrepreneurship Training And Unemployment Reduction , Entrepreneurship Traits And Unemployment Reduction, Entrepreneurship Empowerment And Unemployment Reduction , And Relationship Between Entrepreneurship Challenges And Unemployment Reduction And Finally Concluded With That The Training Has Positivity Towards Employment Generating And Unemployment Reduction , So Youth Should Identify Opportunities Rather Than Unemployed And At The Same Time Government Should Come Up With Different Man Power Empowerment Program Like Funds, Credit Facilities , Training, Tax Reductions . Many Entrepreneurs Have Initiative To Start New Ventures But Lack Of Skills , Tools , And Support To Succeed , Corruption, Economic Instability Are Stopping Entrepreneurs In Reducing Unemployment.

Dr.Orogbu,(2015) In His Study Of Entrepreneurial Development In Selected Local Government Areas In Enugu State Nigeria, Determine The Extent To Which Innovativeness Affects Youth Empowerment In Nigeria Have Correlation Method To Find That There Is No Significant Relationship Between Innovativeness And Youth Empowerment And Finally Government Must Recognise The Essence Of The Entrepreneurship And Job Creation By Providing Suitable Environment For The Youth.

III. METHOD

3.1 ENTREPRENEUR

A person who understand the individuality starts new business owns and manage the business alone, creating new things on new ideas make innovations on products provide decision based on both present and future and bearing risk on all situation and also enjoying the best rewards from business on all product or service. Entrepreneur includes as capital, land and labour and face uncertainty and so on at formation and growth of a firm, create wealth and relation where the individual growth depends on the growth of the firm

3.2 IMPACT OF ENTREPRENEURSHIP

Entrepreneurship is the process plays a major role in reduction of unemployment and in economic growth , entrepreneurship major thought is about improving, step to next level, self motivation. Innovation, precaution, and with contingent events based. New product creation new thoughts if someone working under some person will be paid 60% of the performance once started a business they can pay salary and can give employment to some more public entrepreneurship create new thoughts products and new jobs.

3.3 Five general steps that most successful entrepreneurs follows:

1. Ensure Financial Stability
2. Build a Diverse Skill Set
3. Consume Content across Multiple Channels
4. Identify a Problem to Solve
5. Solve That Problem

3.4 NEED FOR ENTREPRENEURSHIP

1. Increase national production
2. Balanced area development
3. Dispersal of economic power
4. Reinvestment of profit for the welfare of the area of profit generation
5. Development is a function of motivation and human resources
6. Entrepreneurial awareness

3.5 Challenges faced by entrepreneurs during startups

1. Financial & cash flow management
2. Hiring employees & team building
3. Dealing with the unknown and self-doubt
4. Decision-making
5. Facing Criticism
6. Finding customers
7. Time management

3.6 Unemployment can have many sources, such as the following:

1. New technologies and inventions
2. The status of the economy, which can be influenced by a recession
3. competition caused by globalization and international trade
4. policies of the government
5. regulation and market

3.7 Pros and Cons of Starting a Business While on Unemployment

1. Time to consider other career options
2. Ability to test being your own boss
3. Opportunity to turn hobby into a profitable business
4. Unemployment benefits provide financial cushion

IV. OBJECTIVES OF THE STUDY:

To study the impact of entrepreneurship towards unemployment at manufacturing units in Guindy industrialist area.

4.1 SIGNIFICANCE OF THE STUDY:

The outcome of this study aims at proving that entrepreneurship is a main strategy to reduce unemployment and also explores on how entrepreneurs are aware of entrepreneurship process and using unique techniques to withstand for a longer period.

V. RESEARCH METHODOLOGY

The research is the basic framework or a plan for the study that guides collection of data and analysis of data. This is fact finding study. The information are collected from the individuals and analyzed with the help of different statistical tools to find impact of Social Networking Applications on the improvement of entrepreneurship on reducing unemployment.

5.1 SIZE OF SAMPLE:

The sample size is limited up to 120 respondents from manufacturing units in Guindy area.

5.2 METHODS OF DATA COLLECTION:

Data were collected through two forms, primary and secondary source.

5.3 PRIMARY DATA:

Primary data were collected through survey conducted at the Manufacturing units of Guindy , Chennai.

5.4 RELIABILITY ANALYSIS

The researcher has used reliability analysis to check out the reliability of the questionnaire. The following table shows the result of reliability analysis.

Table 1.1
Reliability analysis

Cronbach's Alpha	No. of Items
.680	5

	No.	%
Cases Valid	120	100.0
Excluded(a)	0	.0
Total	120	100.0

The reliability co-efficient for the item is **0.680**. It satisfies the marginal range of 0.65-0.70. Hence, the researcher proceeded with the framed questionnaire.

VI. SECONDARY SOURCE:

Secondary sources can be found more quickly and cheaply than primary data. Secondary data needed for conducting this research was collected from various sources such as books, web applications, periodicals, journals, bibliographies, and other electronic sources.

6.1 STATISTICAL TOOL:

1. Percentage analysis.
2. ANOVA
3. T-test

Table 1.2

INFLUENCING THE FREQUENCY OF RESPONSE ON AGE

		Frequency	Percent
Valid	20-50	98	82
	51-80	22	18
	Total	120	100.0

INTERPRETATION:

From this percentage analysis, it reveals that entrepreneurs are more at the age from 20 to 50 (82%).

Table 1.3

INFLUENCING THE FREQUENCY OF RESPONSE ON EDUCATIONAL QUALIFICATION

		Frequency	Percent
Valid	EDUCATED	56	47
	UNEDUCATED	64	53
	Total	120	100

From this frequency it reveals that 53% of respondent are uneducated

Table 1.4

INFLUENCING THE FREQUENCY OF RESPONSE ON KIND OF BUSINESS

		Frequency	Percent
Valid	SOLE PROPRIETOR	88	73.3
	PARTNERSHIP	32	26.7

Total	120	100.0
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From this frequency it results that 73% of respondents are sole proprietors.

Table 1.5

INFLUENCING THE FREQUENCY OF TYPE OF STARTUP OF BUSINESS

	Frequency	Percent	
Valid	FAMILY BUSINESS	40	33.3
	FIRST GENERATION BUSINESS	80	66.7
	Total	120	100.0

From this frequency it reveals that 67% of response starts with new generation business

Table 1.6

INFLUENCING THE FREQUENCY OF SOURCE OF FUND

	Frequency	Percent
Valid SAVINGS	32	26.7
FAMILY,FRIENDS	64	53.3
GOVERNMENT LOAN	24	20.0
Total	120	100.0

From this frequency we got that 53% response starts business from the borrowings from friends and family.

Table 1.7

INFLUENCING FREQUENCY OF RESPONSE ON AWARENESS ABOUT ENTREPRENEURSHIP

		Frequency	Percent
Valid	INNOVATOR	11	9
	SELF MOTIVATOR	12	10
	RISK TAKER	10	8
	DECISION MAKER	27	22
	ALL OF THE ABOVE	60	50
	Total	120	100.0

From this table it reveals that 50% of respondents are aware of entrepreneurship

ANOVA

Table 1.8

INFLUENCE OF FIRST GENERATION ENTREPRENEURS AND ENORMOUS OPPORTUNITY TOWARDS ENTREPRENEURSHIP

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.750	1	3.750	2.038	.156
Within Groups	217.175	118	1.840		
Total	220.925	119			

Since the calculated value is greater than 0.05 null hypothesis is accepted it reveals that first generation entrepreneurs have enormous opportunity towards entrepreneurship

Table 1.9

INFLUENCING OF SOURCE OF FUND AND FINANCE IS THE MAJOR PROBLEM FOR STARTUPS

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.330	2	1.165	.546	.581
Within Groups	249.536	117	2.133		
Total	251.867	119			

Since tested value 0.581 is greater than the significant value 0.05 null hypothesis is accepted which results in the major source of fund is from family and friends and finance is one of the major trouble for startup entrepreneurs

Table 1.10

INFLUENCE OF AGE OF ENTREPRENEURS AND TECHNICAL KNOWLEDGE ON ENTREPRENEURSHIP RESISTANT ON ALL SITUATION

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.021	1	4.021	1.910	.170
Within Groups	248.479	118	2.106		
Total	252.500	119			

Since the tested value is 0.170 greater than 0.05 null hypothesis is accepted reveals on all situation entrepreneurship knowledge helps at all age respondents.

Table 1.11
INFLUENCE OF KIND OF BUSINESS AND ENTREPRENEURSHIP REDUCE UNEMPLOYMENT

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.593	1	2.593	1.490	.225
Within Groups	205.332	118	1.740		
Total	207.925	119			

Since the calculated value 0.225 is greater than the significant value 0.05 null hypothesis accepted and results in starting up of entrepreneurship business definitely reduce unemployment crisis.

T-Test

Table 1.12
INFLUENCE OF THE CONTEXT ENTREPRENEURSHIP IS THE MAIN STRATEGY TOWARDS UNEMPLOYMENT REDUCTION

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ENTREPRENEURSHIP IS MAIN STRATEGY	-2.296	119	.023	-.233	-.43	-.03

The observed t-value 0.023 since null hypothesis is accepted and results that entrepreneurship is the main strategy towards unemployment reduction thus encouraging entrepreneurship reduce unemployment.

VII. CONCLUSION:

The conclusion from the point of the study based on questionnaire many of the respondent are from the age group of 20-50 still they are aware of entrepreneurship many problems they are facing such as insecurity finance changing tax rates and government policies although from all those problems entrepreneurship provides enormous opportunities , and giving technical knowledge on entrepreneurship to resist in all situation, giving self – reliance for facing all types of problems for new startups and also existing. It is one of the factor of economic development and finally entrepreneurship is the main strategy , key factor on reducing unemployment.

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