

AN EMPIRICAL STUDY ON MOTIVATIONAL FACTORS FOR SETTING UP OF MICRO AND SMALL ENTERPRISES IN CHITTOOR DISTRICT OF ANDHRA PRADESH

B.N. LALITHCHANDRA¹, Dr. N. RAJENDHIRAN²

¹Research Scholar, ²Retd. Professor and Director,
Department of Management Studies,
Periyar University, Salem.

Abstract

The primary objective of this paper is to explain the factors which have motivated the owners of Micro and Small Enterprises set up in Chittoor district of Andhra Pradesh and attempts to present the important differences between 7 categories of motivational factors reported and classified. The present study hinges upon both primary and secondary data collected. Primary data related to motivational factors was collected from 195 sample owners of the enterprises comprising 101 micro and 94 small enterprises operating both in urban and rural areas of Chittoor district, by adopting multi-stage stratified random sampling method. A detailed questionnaire was designed and canvassed to the sample owners to record and collect the information on motivational factors. The responses were collected using the 5-Point Likert Scale to measure the significance and relative importance of these 7 categories of motivational factors, including the sub-categories. Since there is the paucity of analytical studies on motivational factors at district level, particularly with reference to Micro and Small enterprises, the present paper tries to address this research gap.

The paper begins with a brief analysis of the role of MSMEs at global level, contribution to Indian economy as well as the economy of bifurcated State of Andhra Pradesh, with special reference to the study area- Chittoor district. By relying on secondary data, an attempt is made to establish the capital-efficiency in different categories of Micro and Small Enterprises in Chittoor District and infers that engineering-based enterprises are the most efficient and productive enterprises which are providing employment to 14 persons on an average with an estimated amount of capital investment of Rs. 9.56 lakhs per enterprise. It is observed that micro and small enterprises in the district are providing employment to 10 workers on an average with an average investment of Rs. 24.66 lakhs per enterprise and proved that development of micro and small enterprises can be made one of the strategies for poverty alleviation in the district.

The paper establishes that Social factors (3.985), Communication factors (3.970) and Infrastructural factors (3.318) are the major and important factors that have motivated the sample enterprises in Chittoor district and concludes that though a favorable financial infrastructure is available in the district, free access to credit was somewhat acted as a detrimental factor to mobilize the required amount of both fixed and working capital for the sample enterprises.

Keywords: Micro and Small Enterprises, Motivational Factors, Capital efficiency, Working Capital, Fixed Capital, Employment Generation.

1. INTRODUCTION

Many economists and industrialists argue that micro, small and medium enterprises sector (MSMEs) occupies a significant place in the industrial economy around the globe, particularly in developing economies. This sector plays a dominant role in business activities and towards contribution to generation of employment opportunities in general and for rural people in particular. The global level estimations (World Bank, 2013) revealed that MSMEs are expected to play an important role towards the annual formal net employment generation for the period of 2020-2030, which is estimated at about 39 million globally and with 14 million jobs in South Asian Economies in particular.

1.1. MSMEs in India

In India also MSMEs have emerged as an engine of economic development, particularly during the second half of 20th century and widened their scope of business activities. This sector represents a vital category of industrial sector, which is able to utilize the local talent to produce goods and services, with a comparatively less amount of capital, that satisfy the consumption needs of both rural and urban people. According to the data available, at present 633.88 lakh non-agricultural MSMEs are being operated both in rural (324.88 lakh enterprises) and urban areas (309.00 lakh enterprises), engaged in manufacturing, trade, electricity and other services activities in India. Of the total 633.88 lakh enterprises, 630.52 lakh enterprises are micro enterprises (99.0 per cent) according to the estimations of Ministry of MSMEs, India and there is a dominance of male owners (79.6 per cent) as against the female owned enterprises (20.4 per cent). The social category-wise distribution of these enterprises revealed that OBCs (49.7 per cent) and Others (33.0 per cent) together accounted for 82.7 per cent of the owners of the owners of these enterprises and SCs (12.45 per cent) and STs (4.10 per cent) together accounted for 16.55 per cent. All these 633.88 lakh enterprises were found providing employment to 1110 lakh people and 35.0 per cent of them were engaged in trade related activities, followed by other services (33.0 per cent) and manufacturing activities (32.0 per cent). It was estimated that 497.8 lakh people (44.0 per cent) were found operating these enterprises in rural areas and 612.1 lakh people in urban areas (56.0 per cent). Viewed from sub-categories of these enterprises, the micro enterprises have been generating employment opportunities to 1076.2 lakh people (96.0 per cent) followed by small enterprises to the extent of 31.95 lakh people. An interesting feature of these enterprises is that among the total workers, 265 lakh workers were females (23.0 per cent) and among the female workers, 137.5 lakh workers (51.0 per cent) were found working in rural areas, compared to workers in urban areas (127.42 lakh workers). With all these basic features, the MSME sector is found contributing to the extent of 28.9 per cent to the GDP (2016-17) with a growth rate of 9.44 per cent and 31.83 per cent to the Gross Value Added in our economy.

1.2. MSMEs in Andhra Pradesh:

Andhra Pradesh is one of South Indian States of India, comprises 13 districts –3 Uttarandhra districts, 4 Rayalaseema districts and 6 Coastal Andhra districts. The State was bifurcated into two – Andhra Pradesh and Telengana due to implementation of the Andhra Pradesh Reorganization Act-2014, ranks 8th in terms of geographical area, occupies 10th place in terms of population (2011 Census) with a literacy rate of 67.4 per cent. The State of Andhra Pradesh occupied 1st rank with a score of 98.3 in Ease of Doing Business Index -2019 (RBI, 2019), got 2nd rank in Commerce and Industries and 10th place in Indian Innovation Index (NITI Ayog-2019). The state is considered as the destination for foreign and domestic investors, as it occupies 1st rank in ease of doing business. The Industrial Investment Promotion Policy-2015-20 implemented by the State specifically focuses on improving the production capacities of Micro, Small & Medium Enterprises which offers large employment opportunities. The Government of Andhra Pradesh attaches much importance to the development of MSMEs as this sector produces a variety of products catering to the consumption needs of all sectors of the economy as well as the people. The scope of activities of MSME sector in Andhra Pradesh stretches over food, mineral building material, garments, weaving, pharmaceuticals, electronic goods, drugs, trading and services activities. There are 10068 micro, small and medium enterprises operating in the State, generating employment to 93240 persons with an investment of Rs.3443.57 crore.

1.3. MSMEs in Chittoor District: The Study Area:

Chittoor is one of four drought prone districts of Rayalaseema region in Andhra Pradesh, which is selected for the present study. Agriculture sector dominates the work-force structure in the district, since 61.2 per cent of the total workers are dependent on agricultural activities. 57,269 workers (2011 Census) are dependent on large, mega and micro and small enterprises. It is a proved fact that employment in agriculture sector is seasonal one, particularly in drought prone areas, and industrial sector

has to provide employment opportunities to people in the district as an alternative source and it is the Micro and Small enterprises sector, which has to play a vital role in the district. Keeping in view the importance of these enterprises, an attempt is made in Table-1 to present category-wise distribution of Micro and Small Enterprises in Chittoor district.

Table -1. Category- wise Distribution of Micro and Small Enterprises in Chittoor District

S. No	Category	Total Number of Enterprises	Capital Investment (Rs. in lakhs)	Total Number of Employees	Average Per Enterprise	
					Capital Investment (Rs. in Lakhs)	Number of Persons Employed
1	Agro based	418	22378	5293	53.50	13
2	Animal based	69	7458	1773	108.09	26
3	Chemical based	77	4936	1096	64.11	14
4	Engineering Based	364	3478	5216	9.56	14
5	Forest based	55	807	434	14.66	8
6	Mineral based	478	14668	5416	30.69	11
7	Textile based	209	1406	3282	19.22	16
8	Others	1395	20462	9337	14.67	7
All Micro and Small Enterprises		3065	75593	31847	24.66	10

Source: General Manager, DIC, (calculated by the author)

The category wise distribution of micro and small enterprises in Chittoor district as presented in Table-1 indicate that a total of 3065 enterprises with an investment of Rs.75593 lakhs are providing employment to 31847 persons. A comparative view of the data reveals the importance of each category for the provision of employment. Among the categories, Engineering enterprises were found more labour-efficient as they were found providing employment to higher number of persons (14 workers), with a capital investment of Rs. 9.56 lakhs. Animal based enterprises were found in operation with an average capital investment of Rs. 108.09 lakhs per unit, providing employment to highest number of employment to 26 persons, on an average. These enterprises were followed by textiles based enterprises, providing employment to 16 persons. It is observed that with an investment of Rs .64.11 lakhs chemical-based enterprises were able to provide on an average, employment to 14 persons. Agro- based enterprises with an investment of Rs 53.50 lakhs could provide an average employment to 13 persons. Forest-based and other enterprises were found providing an average employment to 8 and 7 persons with an average capital investment of Rs. 14.66 lakhs and 14.67 lakhs respectively.

A perusal of the performance of micro and small enterprises in the district reveal that with an average investment of Rs, 24.66 lakhs, these enterprises could provide employment to 10 workers for each unit and amply vindicates the capital-light nature of these enterprises.

2. METHODOLOGY

Chittoor district is selected as the study area among the four districts of Rayalaseema region. A filed-level study was carried out to collect the information on the impact of motivational factors that have influenced the owners of the micro and small enterprises in the study area, where micro and small enterprises are playing an important role as an alternative source of employment generation. Both primary and secondary data were used for the analysis in the present study. Secondary data was collected from the published reports of District Industries Centre, Chittoor, Statistical Abstracts of Chittoor District, Socio-economic Surveys of Andhra Pradesh for the years 2018-19 and 2017-18, published by Planning Department, Government of Andhra Pradesh, Annual Reports of Ministry of MSMEs, Government of India and RBI publications.

3. OBJECTIVES OF THE STUDY

The primary purpose of the present study is to present a critical analysis of the factors that have influenced the locational decisions of the sample owners to set up their enterprises in Chittoor district. To support this primary objective, the following objectives were also formulated for carrying out the analysis.

- To identify the factors exerting a significant influence on the decisions for setting up of micro and small enterprises
- To analyze the relative importance of the factors that influenced the locational decisions by categorizing into different sub-categories
- To measure the ranking of each category of factors identified by using a 5-Point Likert Scale
- To explain the agreement/disagreement of the sample owners towards the locational factors identified and categorized.

4. SAMPLE SELECTION

A total of 195 sample owners were selected representing 101 micro and 94 small enterprise located and set up in both rural areas (77 enterprises) and urban areas (118 enterprises). The sample represent 6 revenue mandals in all the three revenue divisions of the district - Chittoor, Tirupati and Madanapalli and the category and gender –wise distribution of the sample is presented in Table. 2.

Table 2. Sample Entrepreneurs Selected for the Study

S. No	Type of Sample Enterprises	Number of Sample Enterprises						
		Manufacturing		Services		Total		
		Male	Female	Male	Female	Male	Female	Total
1	Micro Enterprises	48	23	23	7	71 (70.3)	30 (29.7)	101 (100)
2	Small Enterprises	31	17	35	11	66 (70.2)	28 (29.8)	94 (100.0)
All Enterprises		79 (40.5)	40 (20.5)	58 (29.8)	18 (9.2)	137 (70.3)	58 (29.7)	195 (100.0)

Source: Field work.

V. SIGNIFICANCE OF THE STUDY AND REVIEW OF LITERATURE

If the dreams of an entrepreneur should take the shape of a reality, he must be inspired, motivated and guided properly to reach and achieve the determined targets. A variety of factors motivate a person to start an enterprise and operate it successfully, particularly the micro and small enterprises, an important category of industries in both development and developing economies. The research on the motives of the owners of the MSMEs denotes that both internal and external factors motivate an entrepreneur, particularly in India, to start an enterprise. (Khanka, 2009., Ahl, 2006.,). Motivation was defined as "the willingness to exert high levels of efforts towards organizational goal, conditional by the effort, ability to satisfy some individual needs". (Stephen P. Robins and Timothy A. Judge, 2014). Motivation implies any idea, need or emotion which inspires a human being to move and achieve those ideas and needs. It is a process of inducement a force to work in a right direction to achieve the desired action. It was argued that ambition of a person directs the actions of a man, some people are compelled by some needs and necessities and the enterprises are established motivated by some facilitating factors. It was also found that entrepreneurial spirit improves with the advices of family members, friends, relatives and successful entrepreneurs. (Khanaka, 2009, Gupta and Khanka, 1996). Research was also carried out

to analyze the determining factors with special reference to women by categorizing the motivational factors into “pull and push factors” (Payal Kkumar and Nalini Srinivasan, 2014). The observations of Humbert and Drew (2010) and Nair and Pandey (2004) revealed that for understanding the differences between entrepreneurial factors and other social factors are also to be studied to make meaningful inferences. A study conducted in Jammu and Kashmir (Jyoti, Sharma and Kumari (2011) revealed that pull factors like feeling proud to be entrepreneur, getting satisfaction and being confident of one’s own skills, affect entrepreneurial orientation of women. It was observed that influence of environment propelled the women to become entrepreneurs. Particularly emphasis was laid on push and pull factors. (Orhan and Scott, 2001, Mishra and Bal, 1997, Kaippachery, 2005, Ram Krishna Mandal, 2008).

However, the research on gender, entrepreneurship and motivational factors were found veering around “male dominated models” (Ahl,2006; Elam,2008) which explained the overemphasis on the topic of entrepreneurship and without having any bias towards gender, and hence, both men and women owners of the enterprises were selected as sample for the present study.

VI. DATA COLLECTION AND TECHNIQUES USED

A questionnaire was canvassed for the selected owners to record and collect information on different motivational factors that propelled them to set up enterprises in this district during the months of November and December months of 2019, through personal interview method. The reported motivational factors are classified into 7 different categories, by sub-dividing into different related factors to assess the attitude of the owner about these major factors and their components. The owners are asked to evaluate by giving a quantitative value with level of agreement or disagreement “Likert Scale” method, a bipolar scaling method, was used to measure either positive or negative response to each of the sub-component. A 5- level Likert items comprising Strongly Disagree (1); Disagree (2); Undecided (neutral)(3); Agree (4) and Strongly Agree (5) was canvassed to sample owners. The analysis so made facilitates to measure the actual experience of the sample owners in relation to their expectations. The measurement made by the adoption of Likert Scale assumes that the opinion reported is linear. i.e. on a continuum from strongly disagree to strongly agree.

VII. DISCUSSION AND DATA ANALYSIS

The research findings of studies presented in review of literature amply reveal that different factors exert influence on the location of an enterprise in a particular place. In particular, it is evident that Financial incentives, development schemes, availability of infrastructural facilities, production and environmental factors influence the decisions on setting up of enterprises and their locational decisions. An attempt is made in the present study to analyze the information reported and collected related motivational factors by which the sample owners of Micro and Small Enterprises have received impetus to establish and operate the sample enterprises.

VIII. SOCIO-ECONOMIC FEATURES OF SAMPLE OWNERS

The perceptions of the 195 owners of micro and small enterprises collected for the present study reveal that 84.1 per cent of the sample owners belonged to the age group of 30 to 50 years and 11.3 percent were aged less than 30 years. The details of social status revealed that 35.0 per cent and 32.0 per cent were from Backward classes and other classes respectively. Socially disadvantaged classes belonging to SCs (28.2 per cent) and STs (4.6 per cent) together constituted 32.8 per cent. 32.3 per cent were graduates; only 2.0 per cent were post-graduates and 28.2 per cent have received technical education. The information collected reveal that 65.3 per cent of the enterprises are operated as sole proprietary ship and 34.4 per cent are run as partnership enterprises. Majority of the owners (65.0 per cent) belonged to first generation entrepreneurs and 35.0 per cent had previous experience in the operation of same enterprise. It is noted that majority of the sample owners belonged to their own district, Chittoor and 18.5 per cent of the owners belonged to other districts of Andhra Pradesh and other states. All the owners of the enterprises had work experience ranging from 5 to 11 years.

IX. MOTIVATIONAL FACTORS IDENTIFIED AND THEIR IMPACT

The entrepreneurs set up their enterprises on their expectations with respect to different influencing factors and to identify the relative importance of each major factor and its components. The reported motivational factors were classified into 7 categories, consisting 28 sub-components. The details of the factors influenced the locational decisions and rating of these factors with Likert – 5-point scale are presented in Table-3

Table. 3: Impact of Motivational Factors and Rating with Likert 5-point Scale

Category	S. No	Motivational Factors Reported	Sample Owners Reported		Rating with Likert 5 –Point Scale
			No.	%	
I	Financial Factors:				
	1	Subsidies provided by the Central and State Governments	43	22.1	3.211
	2	Tax concessions and Holidays	45	23.1	3.164
	3	Free Access to Credit	32	16.4	3.087
	4	High Demand for Products	35	17.9	2.165
	5	Getting Higher Profits	40	20.5	2.969
		Total	195	100.0	3.015
II	Production Factors				
	1	Availability of Raw materials	41	21.0	3.210
	2	Availability of skilled labour	32	16.4	2.441
	3	Availability of unskilled labour	53	27.2	3.677
	4	Proximity to Markets	46	23.6	3.785
	5	Availability of Production technology	23	11.8	3.421
		Total	195	100.0	3.318
III	Infrastructural Factors:				
	1	Accommodation for Sheds	33	16.9	2.800
	2	Supply of required Power	62	31.8	3.769
	3	Supply of adequate Water	49	25.1	3.590
	4	Availability of Banking Network	51	26.2	3.995
		Total	195	100.0	3.538
IV	Communication Factors:				
	1	Availability of Transport Facilities (Road, Rail and Air ways)	64	32.8	3.677
	2	Availability of Telecommunications (Internet, Mobiles, Phones, and on-line services)	78	40.0	4.118
	3	Print and Electronic Media	53	27.2	4.140
		Total	195	100.0	3.970
V	Social Factors:				
	1	Encouragement given by family members	52	26.7	4.236
	2	Continuation of same family business	37	19.0	4.031
	3	Success stories of entrepreneurs	59	30.2	4.087
	4	Provision of best future for children	47	24.1	4.128
		Total	105	100.0	3.985

VI	Environmental Factors:				
	1	Presence of similar enterprises/products	16	8.2	3.395
	2	Proximity to Native Place	159	81.5	4.179
	3	Congenial law and order environment	20	10.3	3.246
		Total	195	100.0	3.041
VII	Non-Economic Factors:				
	1	Opportunity to work independently	54	27.7	3.482
	2	Flexible working hours	57	29.2	4.149
	3	Achieving personal ambition	47	24.1	3.062
	4	Experience in other related enterprises	37	19.0	2.487
		Total	195	100.0	3.303

Source: Field Work.

It is evident from the Table- 3 that social factors, communication factors and infrastructural factors and production factors were rated as the most important influencing factors among the seven major factors reported. It seems financial factors (3.015) occupied the least important place according to the rating of the sample owners, followed by the Non-economic factors (3.303) on the 5-point Likert Scale. Social factors (3.985) were the most influential one and encouragement given by the family members (4.236), the intention of the sample owners to provide the best future in terms of education and health to their children (4.128), was found top rated sub-factors in the analysis. The owners of the sample enterprises were most favorably influenced by the success stories of MSME enterprises operating profitably (4.087) and in the light of the experiences of their parents, 19.0 per cent of the sample owners have decided to locate their enterprises in Chittoor district.

Proximity to markets (3.785); availability of unskilled labour in required amounts and the availability of enterprise related technology (3.421) were the important expectations among the production factors (3.318), which occupied the fourth important place in ranking the motivations that influenced the locational decisions.

Non-economic factors (3.303) have exerted the required influence to arrive at the locational decisions in the study area. Among these factors, trust of the owners to have flexible working hours (4.149) and to get an opportunity to work independently (3.482) were reported as the major influencing factors. Complementary to these sub-factors, achievement of personal ambitions to be a reputed and successful entrepreneur (3.062) was reported as one of the non-economic influencing factor. 19.0 per cent of the sample owners reported that their experience in other related enterprises (2.487) has also prompted them to set up their enterprises in Chittoor district.

Environmental factors (3.041) occupied the sixth rank as one of the identified locational factors among which proximity to native place (4.179) was reported as major influencing sub-factor by the sample owners, followed by presence of similar enterprises (3.395) and congenial law and order environment (3.246) was reported by 18.5 per cent of the sample owners.

It seems the financial factors (3.015) assumed the last rank among seven major categories of factors, as most of the sample owners (45.2 per cent) were attracted by the subsidies provided by the Central and State Governments provided to MSMEs for their development and the tax concessions and holidays to set up their enterprises. 20.5 per cent of the sample owners reported that they were attracted by the expectations to get higher profits from the enterprises.

The measurement of the expectations of the locational decisions and the motivational factors that led to the decisions regarding the set up of enterprises, as discussed above, amply reveal that there exists significant differences between their expectations and the actual experiences. All the factors that prompted to locate the enterprises did not reach the 5th point of Likert Scale (Strongly agree). It seems only social factors (3.985); communication factors ((3.970) and infrastructural facilities (3.538) have almost reached to touch the 4th level of Likert Scale (Agree).

The analysis makes to infer that the 4 other major categories of locational factors identified did not satisfy the expectations of the sample owners in relation to their actual experiences. The sample

entrepreneurs seem got disappointed particularly with reference to financial factors (3.015), environmental factors (3.041) and production factors (3.318). The expectations about high demand for the products (2.165), availability of skilled labour (2.441), sufficient accommodation to construct the shed for the units (2.800) were reported as the major disappointing factors for setting up the sample enterprises. Though a favorable financial infrastructure is available in the district, free access to credit was somewhat acted as a detrimental factor to mobilize the required amount of working capital for the sample enterprises. Tax concessions offered did not reach the expectations of the sample owners and was reported as one of the discouraging factors.

X. CONCLUSION

Hence, it is inferred that there exists a vast difference between the expectations and actual experience related to the major factors that influenced the locational decisions of the sample enterprises. The authorities both at district level as well as at Ministry level should pay sufficient attention to these factors and design a methodology to reach the Micro and Small enterprises effectively for improving their productivity and employability.

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