

A Study on Prospects and Challenges for Micro and Small Entrepreneurs in the Selected Districts of Odisha

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ABSTRACT

Entrepreneurial development is a complex phenomenon. In an effort to eradicate poverty especially among the rural population, the Government has continued to carry out various development programs with special emphasis on entrepreneurship. Micro-enterprises are observably trapped in a vicious cycle of poverty, indebtedness, and the low level of education and skill. Micro-enterprise development is one of the most important planning components of every developing nation. Many of these nations have gained considerably over the years by nurturing such enterprises at large scale. The present study attempts to make critical evaluation of effectiveness of Entrepreneurship Development Programmes initiated by the state Government and to evaluate the challenges and perspectives for the growth and sustainability of micro and small entrepreneurs in the state of Odisha. 80% of the sample entrepreneurs are not benefited from EDPs in which maximum matriculates are there. This might be due to educational awareness of entrepreneurs affecting the success of EDPs organized. It is observed that out of the entrepreneurs, who have less education obtained technical skills by inheritance and educated entrepreneurs obtained technical skills from technical institutions and EDPs. It is found that around 46% of the sample entrepreneurs have faced financial challenges whereas about 34% entrepreneurs have faced marketing challenges. Challenges such as operational and logistics are statistically insignificant but other challenges such as asking for credit, discount and tax administration are considerable.

Keywords: Entrepreneurship Development Programme (EDP), Micro Entrepreneurship development, Micro-enterprise.

INTRODUCTION:

Intensification of micro enterprises is a multifaceted observable fact. Prolific action and steady venture to continue and advance it are the external phrase of this course of action of his personalities. Such practice is crystallization of societal background from which he comes, family imbibes, mental framework, attitudes, level of education, parental occupation, and so on.

In an endeavor to eliminate poverty particularly amid the country inhabitants, the Government has continued to carry out a variety of expansion program with unique prominence on entrepreneurship. Micro-entrepreneurs are visibly wrapped in a ferocious phase of poverty, indebtedness, and the low level of edification and skill. Their incapability to run away from rivalry due to low returns, neighboring markets is not essentially associated to levels of "inspiration" or 'entrepreneurial spirit' but more probable to be due to the rigorousness of constraints they came across at all levels (Mayoux-1995), since independence, the Govt. has been serious about issues of poverty and improving their skills.

Micro-enterprise development is one of the most important planning components of every developing nation.

Many of these nations have gained considerably over the years by nurturing such enterprises at large scale. Achievement of micro and small entrepreneurship improvement in budding world depends mainly on the pioneering use of joint-liability groups in granting loans without conventional co-lateral. Microfinance and the initiatives to support “Micro-enterprise development” have taken up considerable space in economic development news in the past decade. Despite considerable economic growth acceleration during the last decade, India is still home to 260 million poor, living below the national poverty line. Poverty in India has a remarkable rural dimension. So it is pertinent to understand the potential of micro and small entrepreneur’s contribution to overall economic developments since it has consequences for poverty alleviation.

Whereas 76% of the total population lives in rural areas and 69% of the total working population depends on agriculture for their livelihood (Statistics on Indian Economy, RBI, 2006).

Since independence, our country has made substantial economic progress. The remarkable changes are growth and diversification of production, both in the agricultural and industrial sectors. Modern technologies and innovative ways of investments have been introduced in many industries. New classes of entrepreneurs have been emerged with support from Government and many new industrial centers have been established in the substantial parts of the country.

Outsized figures of developmental and financial institutions were emerged to facilitate entrepreneurship development, to endow with finance and to rally round development of an array of skills required by the industry. The Government of India also adopted the strategy of encouraging indigenous small and micro enterprises and made available them with all amenities and support. Finally we have a significantly diversified foundation of industries, and an enlarged domestic production of an extensive array of goods and services.

OBJECTIVES:

Most of the earlier studies have dealt with the achievements of the Micro, Small and Medium sector enterprises. The success of micro-enterprises has in a way made away of the adoption of successful entrepreneurs entering this field and the present study deals with the success factors based on “Financial Indicators “of entrepreneurship. The current study tries to recognize the degree to which achievements in the field of Micro and Small Entrepreneurship has been attended by the entrepreneurs. The current study tries to make critical evaluation of Entrepreneurship Development Programmes initiated by the state Government to evaluate the efficiency, challenges and perspective.

The specific objectives of the study are as follows:

- To examine the effectiveness of Entrepreneurship Development Programmes initiated by the state Government.
- To find out the challenges faced by Micro and Small Entrepreneurs in Odisha and also the opportunities available for them.

RESEARCH METHODOLOGY:

Overall research work is practically based on primary data which were collected from the field by using semi structured questionnaires and interviews with various respondents. For past record and historical analysis secondary data is used from published and non published sources. Collection of data was intended to reflect the objectives of the study as closely as possible to furnish the study with data that would be both adequate and objective.

A sample of 210 Micro and Small Entrepreneurs operative in three districts was taken for study. The districts were selected due to their large concentration of population of the entire state. Cuttack district having a population of 26, 24,270, Khurda district having a population of 22, 51,673 and Puri district having a population of 16, 98,730 constituted the sample size. Because the population of these three districts as per 2011 census exceeds 15% of the state i.e. 4, 19, 74, 218.

The sample design comprised Research Semi-structured Questionnaires. The study was largely of a qualitative and exploratory in nature. It targeted selected districts of Odisha. Judgmental sampling method was adopted to identify the sample, because of its ability to give the researcher an opportunity to pick out micro and small entrepreneurs from different broad categories.

The collected data were presented in suitably arranged tables. Cross tabulation was made for better understanding. Ratios and Percentages were widely used.

REVIEW OF LITERATURE:

Several studies have been conducted on micro-entrepreneurial development in the rural sectors of our country by the academicians, researchers and by the committees appointed by the central Government, State Governments and NABARD. Sketches on the major ones are given below:

[Orlando, Maria Betriz and Molly Pollack \(2000\)](#) in their study suggested that the engagement in the micro-entrepreneurial segment exceeds 50 percent of the manpower in most of the countries in the Latin America and their contribution to the economy in the region has been documented extensively.

[Crouhy, M, Gali, D. and Mark, R. \(2001\)](#) argued that the statistics concerning small and micro enterprises are of unverified value and hence are inconsistent. It is very difficult to extort the least requisite information to progress distribution of lending.

[S. Anand J. \(2002\)](#) in his study opined that since independence the Government has been anxious regarding issues of poorness of women in sharpening their. The safety measure came in to operation in the decade 1950-60 and adopted throughout can be undertaken as one of the earliest measures concerning women development in advanced countries of the world. [Allen, L. Delong, G., and Sunders, A. \(2003\)](#) opined in their research work that information opacity also comes from non issuance of traded securities that are continually priced in the market.

For Banks, financial assistance to micro and small enterprises were not liquid and never dealt in secondary markets. Contracts with suppliers and customers were also generally kept private. [Aybar – Aries, C., Casino Martinez, A. and Lopez-Gracia J. \(2003\)](#) suggested in their research work that SMEs were either family owned or were frequently operated by limited directors, practically who introduced entire fund for the organization and planned to reduce external involvement in the organization in spite of acquiring best possible credit goal. [Tietze, U. \(2007\)](#) in his study observed that in the state of Maharashtra and Orissa, numerous micro and small enterprises dealing in fish and non fish products had been developed and most of them were developed through SHGs financing.

[Pasila, K. \(2007\)](#) in her studies explained the capability of the respondents in taking elastic decisions, offering little administrative and judicious accomplishment to counter regular situations. Their major spotlight was welfare of micro and small entrepreneurs thus they tend to have an aversion to governmental procedures, and tried to avoid payment of tax. The elasticity and need of regulation for micro and small enterprises simultaneously their limitation is often led them not seek professional guidance.

[Hessels, J., Hartog, C. and Wenekers, S. \(2008\)](#) concluded that due to present economic crisis apparent scope of opening an enterprise were likely to reduce, at the same time fright of malfunction is supposed to raise. Thus intension to start new enterprise might be suffered in a pessimistic manner, though increasing unemployment might serve as a steroid inspiring self employment resulting in rising requirement based entrepreneurship. Ultimately closure of enterprises might increase. [Nijkamp, P. \(2009\)](#) opined that the entrepreneur would come across different external challenges but at the same time he was the originator of novel opportunities as per the present study. He had to surpass from a narrow viewpoint to conquer neighboring embeddedness, universal direction, and utilization of available opportunities, make use of clustering and system approaches.

[Desai, S. \(2009\)](#) concluded that, the present research on entrepreneurship was determined by three aims concerning measurement. 1st, there was a thrust to prosper and authenticate a yardstick of entrepreneurship which can be used dependably and constantly across the globe. 2nd, there was rising attention in segmenting differentiating various types of entrepreneurship. 3rd the correlation among economic growth, organization and entrepreneurship necessitates an inclusive research approach.

[Batthini, G. \(2010\)](#) pointed out that proportion of PhD theses in entrepreneurship in relation to other areas is disappointing. Research in this area is 7.51 percentage of the total work which has been submitted since last nine years. It was not making progress as other social science. Significant attention is required for advancement in the concerned subject.

[Ghani, E., R. Kerr, W., and O'Connell, S. \(2011\)](#) concluded that, economic geography of India yet making adjustments with the conditions imposed by Government, sustained before deregulation. And more important deviation persists in spatial outcomes as compared to other countries such as United States. It increases the significance of accurate policy. Blueprint for neighboring areas extends handsome testing ground for potential work on agglomeration and urban economies.

[Maseko, N., and Manyani, O. \(2011\)](#) opined that the ministry responsible for SMEs should initiate accounting training programmes for entrepreneurs running small businesses. Further, this study recommended that record keeping in SMEs must be made mandatory to improve their accounting practices and increase chances of them formalizing their business operations.

[OECD Centre for Entrepreneurship Development \(2012\)](#) concluded that financial accessibility considered as an important threat to entrepreneurs and for the formation, sustenance and promotion of micro and small businesses. Central as well as State Governments are tackling such issues, they became venerable barrier to policy

formulation: inadequate proof. Improved data is required to recognize the financial needs of micro entrepreneurs in providing a basis for knowledgeable organizational and community decisions.

Mishra. B. (2013) observed that the MSMEs are considered as significant segment of the economy. Confirming the achievement of micro and small enterprise segment was a precondition to comprehend brisk economic development. The achievement of micro and small enterprise sector depends, apart from other factors, on accessibility of inexpensive and trouble-free funds. It requires new foundation for bringing the huge unorganized segment in to organized segment. The strategies and policies initiated by Government and other nationalized bodies, if implemented appropriately, will be helpful in declining the credit gap of micro and small enterprises sector.

Nandy. S. and Kumar S. (2014) Opined that, there are various constraints for females to nurture an enterprise in India. These will be reduced to fifty percent if they will get their family support. And they can overcome the rest. They can start their own enterprise by committed efforts; daring and passion. For the growth of female entrepreneurs Government has launched many promotional measures. Educational awareness among female must be enhanced for brighter future of women entrepreneurs in India.

Girish .G.P., Joseph .D., Roy .S., and Raju .G.A. (2015) concluded that MSME sector in India contributing about 7.5% of India’s GDP accounting for about 38% of the manufacturing output and 40% of the exports of the country.

Tawade .P. and S. khadikar. S. (2016) Concluded that, one of the major problems about MSMEs is the gap between requirements and availability of funds, this gap should be reduced. Banks now obsessed with cleaning their Balance Sheet and reducing NPA, this gap will tend to rise. This can be seen as the business opportunity for the Micro Financial institutions especially offering small ticket loan.

Bhoganadam, S.D. and Rao, N.S. (2017) studied that there is a prominent relationship between industrial environmental, socio-cultural, HRD, infrastructure and financial challenges. During data collection most of SME’s felt with production issues and challenges as major but there is no significant relationship still production issues and challenges are to be considered. Hence this it is concluded that both internal and external issues and challenges are to be controlled.

Kota, M.K. (2018) Studied that micro and medium entrepreneurs feel that social media is not very cost effective. They also feel that social media does not significantly cut down costs of marketing communications. They prefer to opt for those social media that offers free postings. The reason for their apprehension could emerge from the point that they are not very convinced about social media.

ANALYSIS OF DATA:

Table 1: Impact of Educational Background on Number of EDPS Organised in the Locality and Attended

Sl. No	Number of EDPS Organised Attended	Matriculate		Intermediate		Graduate		Post-Graduate		Total	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Once in a Quarter	3	25%	1	8%	7	58%	1	8%	12	100%
2	Once in a Six Months	10	38%	7	27%	9	35%	0	0%	26	100%
3	Once in a Year	24	39%	12	20%	21	34%	4	7%	61	100%
4	Once in Two Years	33	42%	11	14%	26	33%	8	10%	78	100%
5	Once in Five Years	17	52%	3	9%	10	30%	3	9%	33	100%
	Total	87	41%	34	16%	73	35%	16	8%	210	100%

Source: Primary Data

It is observed from the above table that out of the total sample of 210 entrepreneurs, number of EDPs organized once in a quarter and attended is 12, number of EDPs organized once in a six months and attended 26, number of EDPs organized once in a year and attended is 61, number of EDPs organized once in a two years attended is 78, number of EDPs organized once in a five years and attended is 33.

Out of the entrepreneurs who have attended EDPs once in a quarter, 25% were matriculates, 8% were

intermediates, 58% were graduates and 8% were post-graduates. Out of the entrepreneurs who have attended EDPs once in six months, 38% were matriculates, 27% were intermediates and 35% were graduates. Out of the entrepreneurs who have attended EDPs once in a year, 39% were matriculates, 20 % were intermediates, 34% were graduates and 7% were post-graduates. Out of the entrepreneurs who have attended EDPs once in two years, 42% were matriculates, 14% were intermediates, 33% were graduates and 10% were post- graduates. Out of the entrepreneurs who have attended EDPs once in five years, 52% were matriculates, 9% were intermediates, 30% were graduates, and 9% were post-graduates.

It is observed that maximum matriculate and intermediate entrepreneurs have attended more EDPs than graduates and post-graduates. This might be due to highly qualified entrepreneurs never attending all the EDPs organized.

Table 2: Impact of Educational Background on Benefits Derived from EDP

Sl No	Benefited From EDP	Matriculate		Intermediate		Graduate		Post-Graduate		Total	
		No	%	No	%	No	%	No	%	No	%
1	Yes	11	38%	3	10%	14	48%	1	3%	29	100%
2	No	71	43%	31	19%	50	30%	15	9%	167	100%
3	Can't Say	5	36%	0	0%	9	64%	0	0%	14	100%
	Total	87	41%	34	16%	73	35%	16	8%	210	100%

Source: Primary Data

It is observed from the above table that out of the total sample of 210 entrepreneurs, 29 were benefited from EDP 169 were not benefited and 14 couldn't say anything.

Out of the entrepreneurs who were benefited from EDPs, 38% were matriculates, 10% were intermediates, 48% were graduates and 3% were post-graduates. Out of the entrepreneurs who were not benefited from EDPs, 43% were matriculates, 19% were intermediates, 30% were graduates and 9% were post-graduates. Out of the entrepreneurs who couldn't say anything regarding EDPs, 36% were matriculates, 64% were graduates.

It is found that only 29 out of 210 micro and small entrepreneurs were really benefited from EDPs in which maximum graduates were there. 169 entrepreneurs were not benefited from EDPs in which maximum matriculates were there. This might be due to educational awareness of entrepreneurs affecting the success of EDPs organized.

Table 3: Impact of Educational Background on Obtaining Technical Skill

Sl No	Source of Obtaining Technical Skill	Matriculate		Intermediate		Graduate		Post-Graduate		Total	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Inheritance	26	63%	6	15%	8	20%	1	2%	41	100%
2	Friends & Relatives	29	46%	12	19%	20	32%	2	3%	63	100%
3	EDP	4	27%	2	13%	7	47%	2	13%	15	100%
4	Technical Institution	28	31%	14	15%	38	42%	11	12%	91	100%
	Total	87	41%	34	16%	73	35%	16	8%	210	100%

Source: Primary Data

It is observed from the above table that 41 entrepreneurs obtained technical skill by inheritance, 63 obtained it from friends and relatives, 15 obtained it from EDPs and 91 obtained it from technical institutions.

Out of the entrepreneurs who have obtained technical skill by inheritance, 63% were matriculates, 15% were intermediates, 20% were graduates and 2% were post-graduates. Out of the entrepreneurs who obtained technical skills from friends and relatives; 46% were matriculates, 19% were intermediates, 32% were graduates and 3% were post-graduates. Out of the entrepreneurs who obtained technical skills from EDPs; 27% were matriculates,

13% were intermediates, 47% were graduates and 13% were post-graduates. Out of the entrepreneurs who obtained technical skills from technical institutions; 31% were matriculates, 15% were intermediates, 42% were graduates and 12% were post-graduates.

It is observed that out of the entrepreneurs, who have less education obtained technical skills by inheritance and educated entrepreneurs obtained technical skills from technical institutions and EDPs. Only 15 entrepreneurs out of the total sample obtained technical skills from EDPs. It might be due to the insufficiency of these programmes.

Table 4: Impact of Educational Background on Major Challenges Faced

SI No	Major Challenges Faced	Matriculate		Intermediate		Graduate		Post-Graduate		Total	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Financial	44	45%	19	20%	26	27%	8	8%	97	100%
2	Operational	3	60%	0	0%	2	40%	0	0%	5	100%
3	Marketing	31	43%	12	17%	26	36%	3	4%	72	100%
4	Logistics	1	50%	0	0%	1	50%	0	0%	2	100%
5	Others	8	24%	3	9%	18	53%	5	15%	34	100%
	Total	87	41%	34	16%	73	35%	16	8%	210	100%

Source: Primary Data

It is observed from the above table that out of the total sample of 210 entrepreneurs, 97 have faced financial challenges, 5 have faced operational challenges, 72 have faced marketing challenges, 2 have faced logistics challenges and 34 have faced other challenges.

Out of the entrepreneurs who have faced financial challenges, 45% were matriculates, 20% were intermediates, 27% were graduates and 8% were post-graduates. Out of the entrepreneurs who have faced operational challenges, 60% were matriculates and 40% were graduates. Out of the entrepreneurs who have faced marketing challenges, 43% were matriculates, 17% were intermediates, 36% were graduates and 4% were post-graduates. Out of the entrepreneurs who have faced logistics challenges, 50% were matriculates and 50% were graduates. Out of the entrepreneurs who have faced other challenges, 24% were matriculates, 9% were intermediates, 53% were graduates and 15% were post-graduates.

It is observed that a major chunk of entrepreneurs who have faced financial challenges 45% were matriculates and a major chunk of entrepreneurs who have faced marketing challenges 60% were matriculates evidencing educational level as a major cause of challenges.

Table 5: Impact of Family Background on Challenges Faced

SI No	Major Challenges Faced	Service		Agriculture		Business		Profession		Others		Total	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	Financial	30	31%	18	19%	35	36%	1	1%	13	13%	97	100
2	Operational	3	60%	0	0%	1	20%	0	0%	1	20%	5	100
3	Marketing	20	28%	3	4%	28	39%	6	8%	15	21%	72	100
4	Logistics	0	0%	0	0%	1	50%	0	0%	1	50%	2	100
5	Others	8	24%	4	12%	10	29%	4	12%	8	24%	34	100
	Total	61	29%	25	12%	75	36%	11	5%	38	18%	210	100

Source: Primary Data

It is observed from the above table out of the total sample of 210 entrepreneurs, 97 faced financial challenges, 5 faced operational challenges, 72 faced marketing challenge, 2 faced logistics challenges and 34 faced other challenges.

Out of the entrepreneurs who have faced financial challenges, 31% are from service background, 19% are

from agricultural background, 36% are from business background, 1% was from professional background and 13% were from other backgrounds. Out of the entrepreneurs who have faced operational challenges, 60% were from service background, 20% are from business background and 20% were from other backgrounds. Out of the entrepreneurs who have faced marketing challenges, 28% were from service background, 4% were from agricultural background, 39% were from business background, 8% were from professional background and 21% were from other backgrounds. Out of the entrepreneurs who have faced logistics challenges, 50% were from business background and 50% were from other backgrounds. Out of the entrepreneurs who have faced other challenges, 24% were from service background, 12% were from agricultural background, 29% were from business background, 12% were from professional background and 24% were from other backgrounds

It is found that 46% of the sample entrepreneurs have faced financial challenges where as 34% have faced marketing challenges, this might be due to reluctance of banks in granting credit and lack of marketing facilities for the development and growth of micro and small entrepreneurs.

Table 6: Impact of Caste on Major Challenges Faced

Sl No	Major Challenges Faced	General		SC		ST		OBC		Others		Total	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	Financial	89	92%	1	1%	2	2%	4	4%	1	1%	97	100
2	Operational	5	100%	0	0%	0	0%	0	0%	0	0%	5	100
3	Marketing	60	83%	3	4%	0	0%	7	10%	2	3%	72	100
4	Logistics	1	50%	0	0%	0	0%	1	50%	0	0%	2	100
5	Others	31	91%	1	3%	0	0%	2	6%	0	0%	34	100
	Total	186	89%	5	2%	2	1%	14	7%	3	1%	210	100

Source: Primary Data

It is observed from the above table that out of the total sample of 210 entrepreneurs, 97 have faced financial challenges, 5 have faced operational challenges, 72 have faced marketing challenges, 2 have faced logistics challenges and 34 have faced other challenges.

Out of the entrepreneurs who have faced financial challenges, 92% were general, 1% were SC, 2% were ST, 4% were OBC and 1% from other category. Out of the entrepreneurs who have faced operational challenges, 100% were from general category. Out of the entrepreneurs who have faced marketing challenges, 83% were general, 4% were SC, 10% were OBC and 3% were from other category. Out of the entrepreneurs who have faced logistics challenges, 50% were general and another 50% were OBC. Out of the entrepreneurs have faced other challenges, 91% were general, 3% were SC and 6% were OBC.

It is found that around 46% of the sample entrepreneurs have faced financial challenges whereas about 34% entrepreneurs have faced marketing challenges. Challenges such as operational and logistics are statistically insignificant but other challenges such as asking for credit, discount and tax administration are considerable.

MAJOR FINDINGS AND RECOMMENDATIONS:

- It is observed that maximum matriculate and intermediate entrepreneurs have attended more EDPs than graduates and post-graduates. This might be due to reluctance of highly qualified entrepreneurs in attending EDPs.
- It is found that few micro and small entrepreneurs are really benefited from EDPs in which maximum graduates are there. And a major chunk of entrepreneurs are not benefited from EDPs in which maximum matriculates were there. This might be due to education, which affects awareness of entrepreneurs for attending EDPs.
- It is observed that out of the entrepreneurs, who have less education obtained technical skills by inheritance and educated entrepreneurs obtained technical skills from technical institutions and EDPs. Only 15

entrepreneurs out of the total sample obtained technical skills from EDPs. It might be due to the insufficiency of these programmes.

- It is observed that a major chunk of entrepreneurs facing financial challenges and marketing challenges were matriculates evidencing educational level as a major cause.
- It is found that 46% of the sample entrepreneurs have faced financial challenges where as 34% have faced marketing challenges, this might be due to reluctance of banks in granting credit and lack of marketing facilities for the development and growth of micro and small entrepreneurs.
- It is found that financial and marketing challenges were the major challenges. Other challenges such as operational and logistics are statistically insignificant but challenges such as asking for credit, discount and tax administration were considerable.

CONCLUSIONS:

Micro and small entrepreneurs of Odisha faced number of challenges out of which finance and marketing are the major ones, focus may be given by the Government and financing agencies on both the aspects. Entrepreneurship development programme initiated by Government was not successful; rather effort should be given on quality development and to make them available to intending micro and small entrepreneurs.

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