

# A STUDY ON THE INFLUENCE OF RESOURCES IN THE DECISIONS OF RURAL ENTREPRENEURS WITH REFERENCE TO KOVILPATTI DISTRICT

<sup>1</sup>**G.Dinesh Babu**

<sup>1</sup>Research Scholar – Management Studies,  
Department of Management  
Madurai Kamaraj University  
Madurai

<sup>2</sup>**Dr.P.Jayabharathy**

<sup>2</sup>Assistant Professor,  
Department of Youth Welfare Studies,  
Madurai Kamaraj University,  
Madurai

**Abstract:** Many times the rural entrepreneurs have involved themselves on taking the decisions regarding the available resources. It is the backbone of the business. The progress of the venture may be getting in an enhanced way through these decisions. The researcher understood this and he met many entrepreneurs in the rural areas. In this regard a detailed analysis and interviews conducted to the respondents with the help of questionnaire. It is inevitable that one business man could understand that the decisions, is those are best then it may yield a healthy result; if not it eventually end with havoc. But entrepreneurs couldn't accept the later one and they always want to protect their business by leading it in the path of growth. They also ready to accept the criticism in the business, but it must a worthy one and definitely not bogus. Because the memories must be pleasant not be a haunted one. The researcher is also advocating that the entrepreneurs timely decision have overcomes challenges, troubles and miserable things.

**Keywords:** Entrepreneurship, Challenges, Decisions, Research, Questionnaire, Resources

## **Introduction**

Rural entrepreneurs in Kovilpatti are all much concentrating about the availability of the resources. The researcher in this research derives two categories. They are availability of the employees to support the process and the capital accessibility to enhance the business. This capital includes finance, physical and emotional. The entrepreneur in the rural areas may be afraid with the investment. Because those people are highly sentimental and money is a sensitivity issue. Every penny of the money is more valuable to them. History told that the habit of savings is coming from the village and still there is a concept that our country's spinal card is the villages. The employees are all the people whom required with the right knowledge. But many people are actually approaching the nearby town or city for the job for more salary and other amenities.

## **Employee Availability**

Here the employees can negotiate for their preference for the job. This system is a regard to them, but in rural places the employees very well known about the business run by the entrepreneur. So that, the dosage of negotiation may be less compare with the urban places. The entrepreneurs are also expecting the employees must understand the responsibility ensuring about the task which they will be provided. In rural places the proprietor chose the employees from their own family members, neighbors or the very known persons. But any cost they restricted to recruit the school going boys. But, family situations forces some people to look over the business of their ancestors and they are bypassing their school studies. But, that is a very rare situation. On any cast, the owners never recruit the adolescents for their business.

## **Objectives of this study**

- a. To understand about the factor influences in the resources
- b. To find out the decisions adapted by the rural entrepreneurs according to the availability of the factors

## **Research Methodology**

- a. This is an exploratory study conducted by the researcher
- b. The size of the sample is 114 of rural entrepreneurs have been taken for the analyses.
- c. Two months time period have been utilized by the researcher
- d. **Tools used for this research:** - Regression Analysis, ANOVA, Coefficient, Residual Histogram

**Table: - 1 - Employee Availability and Capital Accessibility  
Regression Analysis (Linear Model)  
Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Cap.Availability <sup>b</sup>		Enter

a. Dependent Variable: Emp.Available

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.097 <sup>a</sup>	.009	.001	.70024

a. Predictors: (Constant), Cap.Availability

b. Dependent Variable: Emp.Available

From the above table it has been analysed by the researcher that there is any relationship with the availability of capital which influence the availability of employees. There is not direct touch on both, but there is an indirect touch. Most of the time in villages people (Employees) are consider the best business or highly turnover business to get a better salary. Then near by the home is another choice. The employees don't want to go to a job very distance from their home in rural places. If there are no other options then there will be a preference on selecting a job far away from their home.

**Table: - 2 – Regression - ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.522	1	.522	1.064	.305 <sup>b</sup>
	Residual	54.917	112	.490		
	Total	55.439	113			

a. Dependent Variable: Emp.Available

b. Predictors: (Constant), Cap.Availability

The relationship among the two variables explained the above table that how the capital structure helps to attract the personnel to the business in rural side. The rural entrepreneurs are keen on explaining about their business to all their employees. The number of employees is very less; it would be less than 10 in majority of the business. Very few businesses consist above to this level. There is no businesses in running beyond 10 hours in the selected rural places pertinent to this study. But, if there is an idea that an entrepreneur is having to elaborate their business to next level i.e. running for 24 hours to meet the demand for their products and service; they will adapt a shift system to reduce the stress of the employees. No one will be allowed to work beyond their shift timing i.e. 8 hours per day. If there is any work beyond this schedule or working on the leave days; they will be paid additional remuneration for that or provided a holiday to them in the form of compensation holiday.

In rural place the entrepreneurs are also working along with the employees and in many places there is no distance like owner and servant. They are drinking the same tea, and having the same snacks; many times the food in lunch does not possess any difference. Few owners are learning the updated technologies from the employees. They are never showing any ego to their subordinates on any issues. The priority of the business is to attain the goal or accomplishing the dream.

**Table: - 3 – Availability of the capital resources - Coefficients<sup>a</sup>**

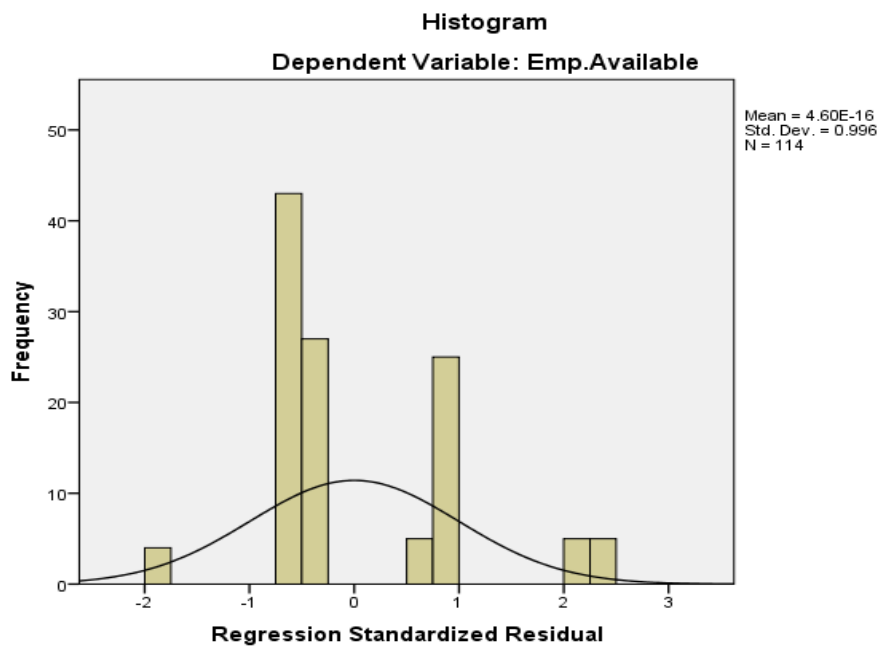
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.605	.206		12.656	.000
	Cap.Availability	-.088	.086	-.097	-1.031	.305

The material which the entrepreneurs are using would be so suitable for their usages. The retailers will purchase only the necessary quantity which they will use for the particular day. They also have the source of purchasing the commodities in the form of whole sale and maintain a good relationship with those wholesalers. Rising prices may affect the retail business a lot. However they are convincing their customers to resolve issues of price rising. The people who are living in the villages are also considering the purchases only from the nearby business venture rather than travel a long distance to get the good for their consumptions. Cost wise the former option is better than the latter.

The machineries used by the proprietors of the business either purchased by themselves are they may be provided by the companies whom interested to sale their products and services through this proprietors by their businesses. The owners will take care of the maintenance; sometimes the company which is preferred to sell their products in the rural areas would care about the maintenance of their machines. For ex: - refrigerator for cool drinks.

**Table: - 4 - Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2518	2.5165	2.4035	.06794	114
Residual	-1.25183	1.65995	.00000	.69713	114
Std. Predicted Value	-2.233	1.663	.000	1.000	114
Std. Residual	-1.788	2.371	.000	.996	114



**Exhibit: - 1 – Histogram explains availability of employee**

Money is required for them to operate their business until the business start to pore the profit. The beginning investment sometimes huge but not colossal and it shouldn't be. To gain the profit from the business the rural entrepreneur are waiting patiently for about six months. After crossing the breakeven point the profit starts to flow. Since the rural proprietors are highly cautious they are not planning for the expansion of the business shortly. The strategies adapted by them are very perfect to enlarge the business. Otherwise it would have been trampled by them. Harnessed by this fear they are having a long term idea or a grand strategy to expand this business. Beyond this they are framing few strong commitments to balance their business and personal commitments. Because they would never allow fragility conditions towards both sides.

**Conclusion**

Starting a business is not a easy task to the rural entrepreneurs without the knowledge of resources. After the collection of the feasible resources they have to go for a perfect plan to energize these to utilize in an economic way. The researcher analyses the commitment of the rural entrepreneurs towards the attainment of the dream. They don't have even a big dream. But it is their way of attaining the milestones by simplistic ideas. They never bother about the failures if they are having confident on the possession of quality resources. They may compete in their business once again like phoenix bird. They are also expecting a moral motivation from their family members which boot their energy to a high level. Good things will happened to the people who always expect good things to happen.

## References

- [1] Mukesh Upadhyay, "Rural Entrepreneurship", Prateeksha Publications, ISBN: 9789380626468, 9380626460 Edition: 2011
- [2] Chandra Mohan, "Making Entrepreneurs; Lessons from a Lifetime", Gyan Publishing, 2013, ISBN: 9788121211789.
- [3] <https://yourstory.com/2017/11/village-entrepreneurship-rural-growth>
- [4] <https://www.entrepreneur.com/article/292918>
- [5] Steffen Korsgaard, "International Journal of Entrepreneurial Behaviour & Research", Volume: 19 Issue: 2, 2013
- [6] Per Blenker , Stine Trolle Elmholdt , Signe Hedeboe Frederiksen , Steffen Korsgaard , Kathleen Wagner, Education + Training, Volume: 56 Issue: 8/9, 2014
- [7] Steffen Korsgaard , Sabine Müller , Hanne Wittorff Tanvig , International Journal of Entrepreneurial Behaviour & Research, Volume: 21 Issue: 1, 2015
- [8] D.K.Sinha, "How to Develop Rural Entrepreneurship?" <http://www.yourarticlelibrary.com/entrepreneurship/how-to-develop-rural-entrepreneurship-8-suggestions/41103>.

