

PROBLEMS, DIFFICULTIES FACED BY THE ENTREPRENEUR OF SMES BY PROTECTING ENVIRONMENT, MANAGING BUSINESS AND AWARENESS ON PROMOTIONAL MEASURES

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ABSTRACT

Introduction: *Micro Enterprises (ME) have been assuming significant function in Indonesian economy. After 1998 Asian emergency, especially in provincial territory, ME viewed as the wellbeing valve during the time spent public economic recuperation in upgrading economic growth, lessening joblessness rate and lightening poverty.*

Aim of the study: *The main aim of the study is to discuss problems, difficulties faced by the entrepreneur of SMES by protecting environment, managing business and awareness on promotional measures.*

Methodology: *A study of all these micro enterprises is troublesome. This for the extent of study is restricted to enrolled fabricating micro enterprises in with a capital up to Rs. 25 lakhs. The total 60 enterprise have been chosen for the study.*

Conclusion: *To discover the different issues looked by the micro entrepreneurs like incapable to profit latest innovation, absence of administrative aptitudes and so forth It likewise assisted with studying the consciousness of micro entrepreneurs on different special proportions of government.*

Keywords: *Micro Enterprises, employee, marketing, manufacture, entrepreneurs, problems, environment, awareness etc.*

1. INTRODUCTION

Micro-entrepreneurship is as a rule progressively perceived as one of the conspicuous methods of poverty easing and pays age in non-industrial nations. It decreases the weight on work creation and supports independence with the utilization of negligible assets. A common marketplace in a non-

industrial nation includes significantly of micro-entrepreneurs from fields running in horticulture to assembling and the administration area. Perceiving the commitment of micro-entrepreneurs towards making a powerful economy, both Central and State governments have dispatched a few plans to encourage micro-entrepreneurship.

This idea notes diagrams key zones where governments can team up with industry to make open doors for micro-entrepreneurs.

Mid-Size and small enterprises (SMEs) are actually companies that maintain revenues, assets or maybe a selection of workers beneath a particular threshold. Each nation has the own meaning of its of what constitutes a medium-sized and small enterprise (SME).

1.1 Small and Medium Enterprises

Small and medium-sized enterprises (SMEs) might be seen as significant parts in the prosperity of nearby and territorial networks, with extensive potential for business creation.

Small and medium measured firms assume a significant function during the time spent inventive devastation. Small scope enterprises worldwide have been perceived as motors of growth and advancement. In helpless nations, you see that there are a ton of small organizations and a couple of exceptionally enormous organizations and no one in the center. However, we realize that that center is the thing that conveys the economy. We allude to that as the Missing Middle. Numerous individuals when tuning in to popular brands, for example, Coca-Cola, Heineken, Microsoft, Sony, Peugeot, Toyota, General Electric and so on that speak to equivalent of cutting-edge world, the created economy of a nation suggest monster companies. Yet, similar

individuals concur with the way that a small store, carwash, bread shop or a café at the side of your area speaks to small organizations, which are significant in light of the fact that they give presence to their proprietors and past.

Thusly, they can assume a significant part in "Europe 2020" methodology, adding to the economic soundness of the European economy; this various and different subpopulation of enterprises is the focal point of this extraordinary element.

1.2 Problems and Prospects in Entrepreneurship

The prospects of any enterprise as offered to the members could be decided on two explicit perspectives like (I) growth rate as estimated through employee growth, business worth growth, turnover growth and gross benefit and (ii) advancement as assessed through item broadening, administration expansion, admittance to new market and gracefully chain enhancement. In an enterprise, adjacent to financial interest satisfaction, the entrepreneurs would appreciate the upliftment in their confidence, regard and so on (in the same place). They would investigate and appreciate the growth of advancement in item administration gracefully chain enhancement, admittance to new market and employee growth, business worth growth, turnover

growth and gross benefit growth (on the same page). Ladies entrepreneurs in this setting may profit of unique profiting developments of enterprise to shape their movement towards item economic development. Among all sizes of enterprises, MEs in such manner would guarantee extraordinary consideration where ladies members were discovered to be occupied with workmanship, sericulture, horticulture, natural, medical care, food handling, and so on with eco-accommodating innovation

2. LITERATURE REVIEW

Rafiki, Ahmad (2019)This study means to analyze the determinants of the growth of small-and medium-sized enterprises (SMEs) in the Kingdom of Saudi Arabia. The asset-based view hypothesis is embraced in the examination of the study. The unmistakable and multivariate relapse investigation was utilized to dissect the information. A defined examining procedure is embraced with an example size of 119 supervisors from SMEs. There are factors depicted from hypotheses (human resources, social capital, system and association), which are related with the company's growth that incorporate; the size of the firm, firm age, administrator's schooling, preparing, experience, financing and organization relationship. The outcomes found that the size of the firm, the experience of the director, preparing, financing and the

organization relationship have a critical relationship with the company's growth. Notwithstanding, different factors, for example, the instruction and company's age don't have a critical relationship with the company's growth. This study could be considered as an introduction to the SMEs in Saudi Arabia on the particular elements by the proprietor directors who expect to build up their business.

Fazal, Syed & Mamun (2019)Thinking about the centrality of important abilities towards business achievement and the reliance of socio-economical weak micro-entrepreneurs on their enterprise pay, this study inspected the impact of entrepreneurs' capabilities (i.e., opportunity perceiving competency, vital competency, putting together competency, relationship competency, calculated competency and responsibility competency) on the upper hand of SMEs in Malaysia. This study embraced a cross-sectional exploration plan and gathered quantitative information from 300 arbitrarily chose respondents from Peninsular Malaysia. The discoveries uncovered huge beneficial outcomes of getting sorted out and duty competency on the upper hand with an altogether negative impact of relationship competency on the upper hand. Aside from advancing the current writing, this study offers huge strategy suggestions for the administration and socio-formative associations in Malaysia for improving the

micro-entrepreneurship and elevating enormous low-pay bunches from poverty.

Gherhes, Cristian & Williams (2016)Micro-organizations represent a vast lion's share of small and medium enterprises (SMEs). In any case, they remain relatively under-investigated. The motivation behind this paper is to assess the surviving writing on development challenges and to recognize development requirements confronting micro-organizations as a particular subset of SMEs from those confronting bigger SMEs. The investigation comprises of a precise survey of 59 friend checked on articles on SME development. Micro-organizations separate themselves from bigger SMEs by being owner-manager entrepreneur (OME) driven and are compelled by a propensity to be development opposed, immature abilities in key business regions, immature OME capacities, and regularly lacking business uphold arrangement. The utilization of watchwords, search strings, and explicit information bases may have restricted the quantity of papers distinguished as pertinent by the survey. Notwithstanding, the discoveries are significant for understanding micro-organizations as a subset of SMEs, giving headings to future examination and producing suggestions for strategy to help the scaling up of micro-organizations. The survey gives a recharged establishment to scholastic examination of micro-business development,

featuring how micro-organizations are particular from bigger SMEs. As of now, no writing audit on this theme has recently been distributed and the examination builds up various hypothetical and strategy suggestions.

Moid U Ahmad (2016)SMEs are basic to any economy as they uphold the majority as far as business, rivalry and regularly brings about advancement too. They are likewise genuine instances of sound financial aspects at the micro level. Especially in non-industrial nations, these SMEs become more significant as they are a wellspring of procuring for poor people and uninformed. A study of these SMEs gives an occasion to get them and successfully energize them in the full scale strategies. This research paper is gotten from a research venture on SMEs and centers around recognizing factors which are basic to SMEs. It utilizes factor examination and relapse investigation to accomplish the target. Five components were found and dissected. The discoveries of the research would most likely be valuable for corporates and the policymakers, aside from offering contributions to researchers.

Sahut(2013)The motivation behind this exceptional issue is to inspect small organizations, development, and entrepreneurship, and show that, despite the fact that these three ideas have their own particular writing and can be managed

autonomously, they are firmly related. From Schumpeter to the present, a surge of writing joins the idea of entrepreneurship with its capacity to make new mixes of components and comparing advancements in cycles and items; also, in an expansive stream of writing, the most trademark measurement of entrepreneurship is firmly connected to small organizations. Small and huge organizations have various favorable circumstances and downsides with development, however small organizations give the most helpful climate to entrepreneurship and advancement that are not really supported by the skill and assets normal for enormous scope creation, yet require responsibility and close participation between organization individuals. In this presentation, we show how the three themes unite in four articles managing micro-new businesses and development, institutional determinants of entrepreneurship, and deciding variables in entrepreneurs' individual attributes.

3. OBJECTIVES OF THE STUDY

1. To find out the problems and prospects of SMEs
2. To recognize the employment opportunities, present by the SMEs

4. RESEARCH METHODOLOGY

In Malappuram District there are 15 Blocks, 12 Municipalities and 94 Panchayath. Each Panchayath have at any rate 4 micro enterprises. In this setting a study of all these micro enterprises is troublesome. This for the extent of study is restricted to enrolled manufacturing micro enterprises in with a capital up to Rs. 25 lakhs. The total 60 enterprise have been chosen for the study.

4.1 Sample Size

The Sample size of the study is 60.

4.2 Method of Sampling

Advantageous sampling method is utilized for data collection.

4.3 Sources of Data collection

Data is collected from the primary and the secondary source

- **Primary source:**Primary source is taken from structured questionnaire schedule
- **Secondary source:**secondary source is taken from Books, Internet, journals, articles, newspaper etc.

5. DATA ANALYSIS

Table 1:Classification of Efficient Workers

Level for efficient workers	F	%
difficult	20	33.33%
Not difficult	40	66.67
Total	60	100%

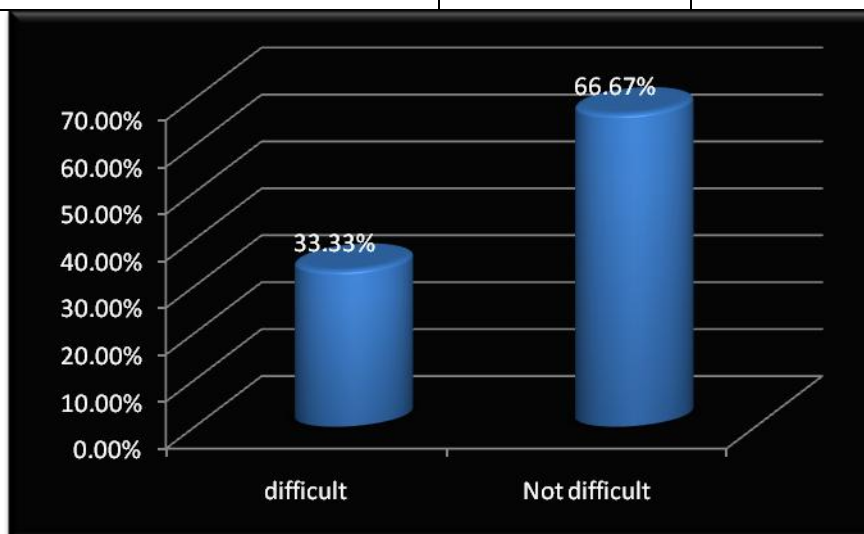


Figure 1:Classification of Efficient Workers

The study uncovers that 66% of entrepreneurs feel no trouble for getting productive workers.

33% of the entrepreneurs feel trouble for getting productive worker.

Table 2:Marketing Problem

Problems	Rank					
	1 st	2 nd	3 rd	4 th	5 th	6 th
Competition	38	3	4	3	7	5
Wrong perception about quality	15	20	5	8	2	10
Lack of advertisement advantage	3	12	22	8	9	6
Lack of good packing &	1	7	10	10	19	13

labeling						
Lack of demand	2	8	7	14	13	15
Poor technology	4	10	12	17	10	7

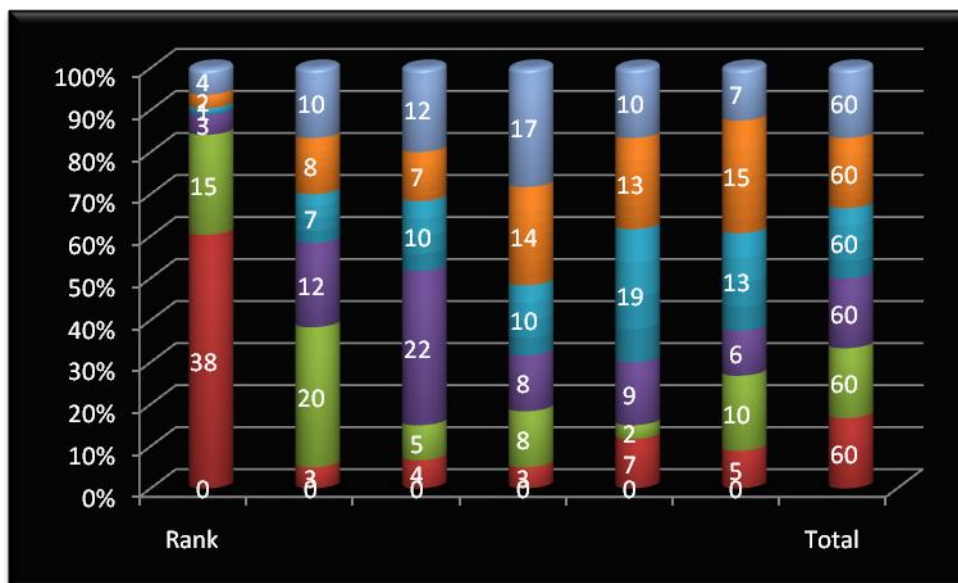


Figure 2:Marketing Problem

From the above table the greater part of the (38) entrepreneurs positioned first for rivalry is the principle issue identified with marketing their item 15 entrepreneurs rank first for

client's wrong discernment about quality. Just a small gathering of respondent position absence of interest is the serious issue of marketing their item.

Table 3:Ability to face competition byentrepreneurs

Ability	F	%
Able	44	73.34%
Unable	12	20%
No competition	4	6.66%
Total	60	100%

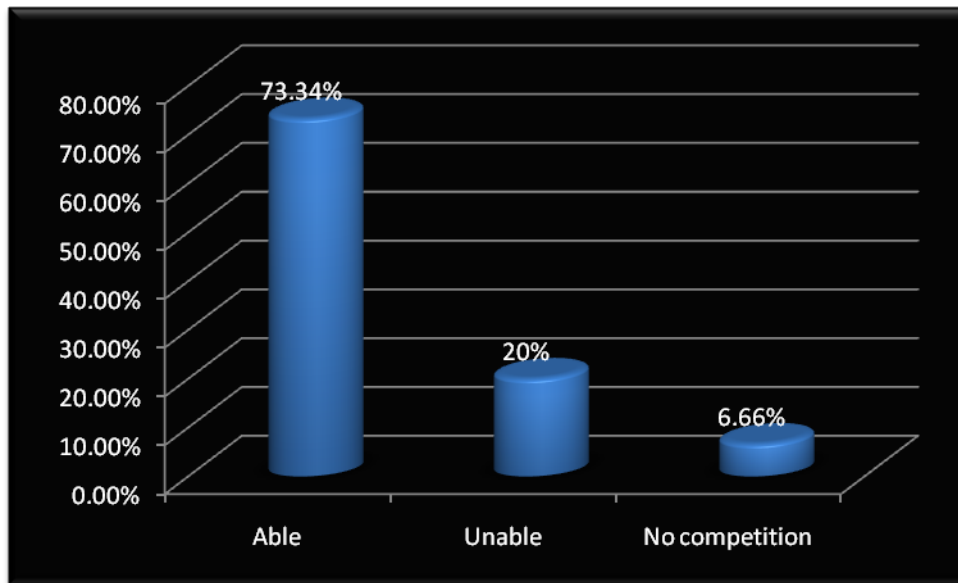


Figure 3:Ability to face competition by entrepreneurs

From the above table about 73% of the entrepreneurs can confront competition.20% of the entrepreneurs can't confront

competition. 7% of entrepreneurs are says there is no competition to their item.

Table 4:Measure of Environmental Protection by Entrepreneur

Measures	F	%
Taken	42	70%
Not taken	18	30%
Total	60	100%

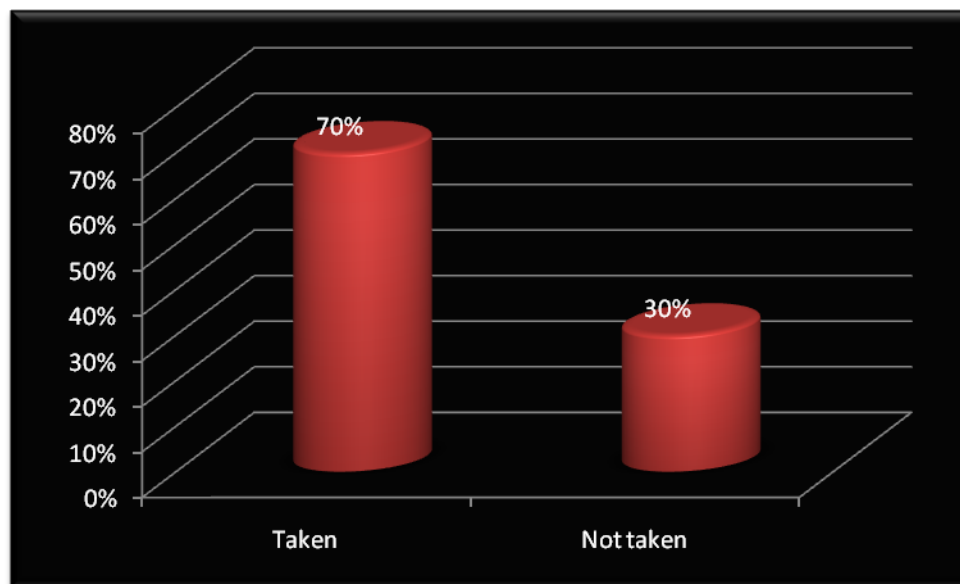


Figure 4: Measure of Environmental Protection by Entrepreneur

From the table plainly about 70% of enterprises are taken natural assurance measures. 30% of enterprises are not taken any ecological security measure.

Table 5: Management of business by professional

Statement	F	%
Yes	10	16.67%
No	50	83.33%
Total	60	100%

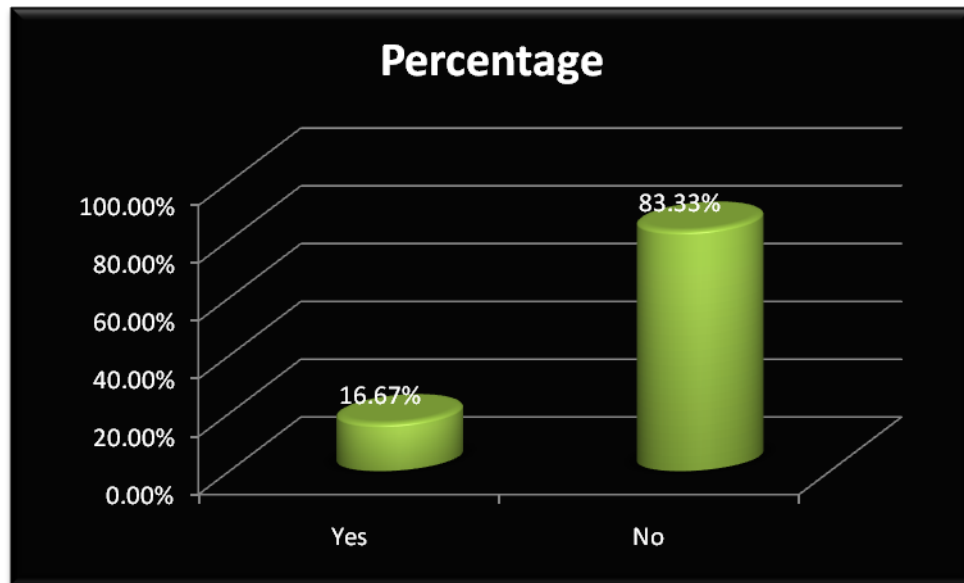


Figure 5:Management of business by professional

From the above table plainly about 83% of enterprises are overseen by entrepreneurs itself. 17% of enterprises are overseen by experts.

Table 6:Difficulty in Business Management

Difficulty	F	%
Feeling difficulty	15	25%
Not feeling difficulty	45	75%
Total	60	100%

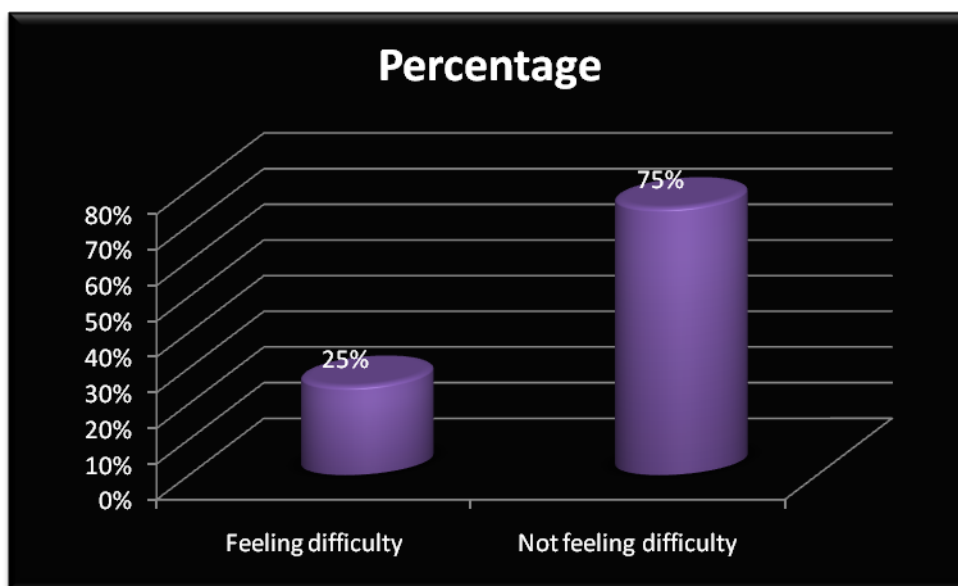


Figure 6:Difficulty in Business Management

From the table obviously 75% of entrepreneurs is feel difficulty in managing entrepreneurs are not feeling any trouble in business. dealing with their business.25% of the

Table7:Entrepreneur's Awareness on Promotional Measures

Promotional measures	F	%
Industrial estate	42	70%
Subsidy	60	100%
Provision of training	22	36%
ESS	10	16.66%
Technical consultancy	25	41.66%

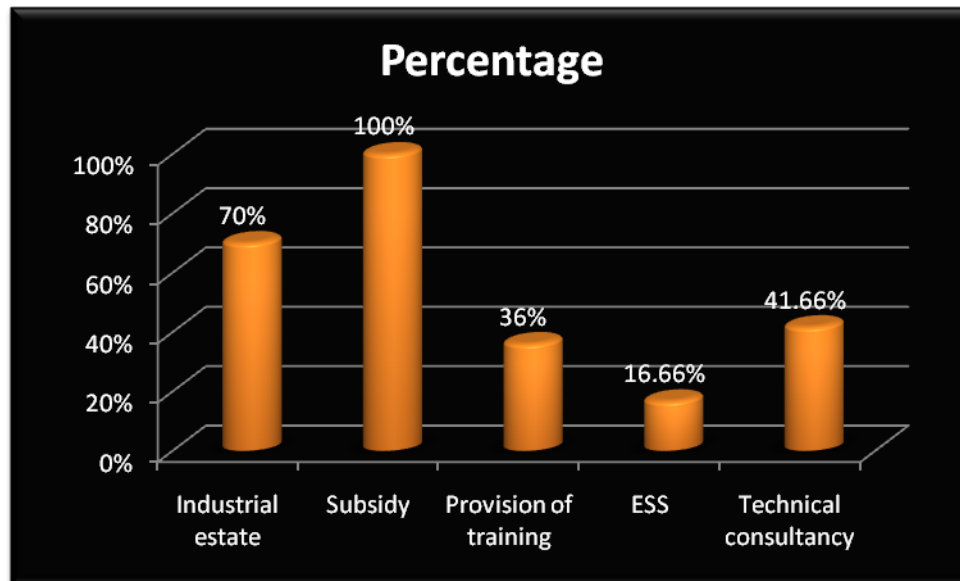


Figure7:Entrepreneur’s Awareness on Promotional Measures

From the above table obviously the majority of the entrepreneurs know about endowment and

6. CONCLUSION

The venture is an endeavor to discover of the different issues confronted and the possibilities of micro enterprises. The undertaking assisted with discovering the different issues looked by the micro entrepreneurs like unfit to benefit most recent innovation, absence of administrative abilities and so forth It likewise assisted with studying the consciousness of micro entrepreneurs on different special proportions of government. The study uncovers that the majority of the entrepreneurs can't benefit the most recent limited time proportions of government because of their ignorance. The administration should find a way to instruct the micro entrepreneurs on

low number of entrepreneur’s support schemes (ESS)

various limited time measures. The administration should likewise attempt to recognize the issues of micro entrepreneurs and should find a way to determine it. This wholehearted exertion of government is must for the development of micro enterprises in our country.

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