

A Study On Focusing The Association Of Net Profit With The Determinant Attributes Of Rural Entrepreneurs In Tirunelveli District

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Abstract: With new strategies for agricultural enlargement and expansion, there is a require to explore the areas of rural entrepreneurship increase on agriculture and allied sectors. The money-making ability can be delineated with the assist of the net profit of the enterprise. Keeping the environment in mind, an endeavor was made to study the net profit from the village enterprises and its relationship with the interpreter factors connected with the rural entrepreneurs. The study was purposively conducted in Tirunelveli districts of Tamil nadu due to the availability of varied rural entrepreneurs. The purposive, multistage and accidental sampling procedures were followed to select 120 respondents. The data were haphazard with the help of semi-structured interviews scheduled through personal interview method. The consequences show that the village entrepreneurs were having with low annual net profit of approximately 0.8 lakh. The correlation analysis delineated that age, annual income, landholding, family occupation, material possession, house type, management orientation, risk orientation, social participation, cosmopolitaness, training exposure and mass media exposure were positively and appreciably connected with the net profit from the firm. The regression analysis indicated that age, land holding, annual income, adoption leadership, cosmopolitaness and training coverage were absolutely and considerably causative towards characterizing the net profit from the firm. Family learning status, type of house and risk direction were also contributing significantly and negatively in case of characterizing net profit from the selected enterprises.

Keywords: Entrepreneur, Family education status, cosmopolitaness, management orientation

1. Introduction

The dwindling local possessions within the village ecosystem force the rural people to discover the opportunities and avenues entrenched with the obtainable village resources for behind their income status. In search of that the various secondary rural firm formation is in attention. Entrepreneurship is the ability to develop new ideas and innovative and achieve success with them. The term entrepreneurship implies a active course of generating progressive asset. It is a process whereby individual's motivations and aspirations activate and their entrepreneurial competencies, assumption of best practices and facilitative socio-economic factors play chronological role in getting agripreneurial achievement. Standard level of hazard taking, success motivation, resolution taking ability, skill of communication, adoption partiality and self confidence led to entrepreneurship. Entrepreneurship in agriculture can also be clear as the configuration of novel monetary organization for the intention of growth under risk and indecision in agriculture (Dollinger, 2003). Innovation, to accept change and risk and the organization of resources are some of the factors involved in creating a sustainable enterprise. Evidences designate that for farmers to be victorious as agripreneurs, they require to own, most, if not all of these characteristics or behavior. Entrepreneurship is a viable approach for a loft mobility, as a 1% enlarge in entrepreneurial behavior decreases the poverty rate by 2 %. Among the many characteristics of entrepreneurship enlargement, money making ability of the firm also plays a very important role in its sustainability and well urbanized linkages among stakeholders leads to profit making. Therefore, an in-depth study was conducted among the agripreneurs of tirunelveli district to explore the net profit and its relationship with the socio-psychological, socio-personal and communication related determinants embedded with the enterprise and entrepreneurs.

2. Statement Of Problem

Agriculture plays an important role in every nation. The superiority of a country depends on the value of its citizens. Agriculture has the great responsibility of providing healthy foods. Only those entrepreneurs who have doing agriculture will be able to achieve this end goal. In recent years, the government also providing many schemes for developing the agriculture for the economic growth . Farmers also facing many problems in agriculture by climatic changes, price changes etc.

The present study is undertaken to analyze focusing the association of net profit of the rural entrepreneurs in Thirunelveli district

3. Objectives Of Study:

- ❖ To study about the net profit of the rural entrepreneurs.
- ❖ To study the ability to develop new ideas and innovative and achieve in rural entrepreneurs
- ❖ To estimate the cost and returns of farmers through agriprenurship
- ❖ To identify the socio economic behavior of farmers in entrepreneurship
- ❖ To identify the factors influencing agripreneural behavior for the rural burgeoning.

4. Scope Of The Study

The scope of the present study is confined to focusing an analysis the association of net profit of the rural entrepreneurs in Thirunelveli district

5. Research Design:

A research design in the specification of method and produces for acquiring the information needed to structure or to solve problem. It is an overall operation pattern or framework of the project that stipulates the information to be collected, the sources from which information can be collected and the procedures for collection information.

Sampling Technique:

Convenience sampling is carried out by the researcher to select the sample from the total population.

Sample Size:

The universe for this research contains various group of entrepreneurs. The sample size 120 entrepreneurs.

Data Collection Method:

Data refers to information or includes numerical figure, qualitative and quantitative information. The data collection being after a research problem has been defined and research plan has been decided. There are two different method for collection data to conduct this explanatory study:

- ❖ Primary method
- ❖ Secondary method

Primary Data Collection:

The primary data may pertain to demographic, social or economic attitude of the people, their preference, knowledge and some other aspects.

Secondary Data Collection:

The secondary data refer to the data, which has already been collected and analyzed by someone else. Secondary data may be either published data or unpublished data may be available in diaries, letters from public or private individuals or organization. The secondary data was also necessary for the completion of the project work.

Besides the secondary data, oral and personal enquiries were conducted with the authorities to collect first hand information.

Field Work

Field work refers to the process of actual data collection. The field work is the most expensive of all the research projects. In this process, the researcher came through a face to face contact with a respondent for

gathering the required information. Field work was undertaken with in Tirunelveli city area among entrepreneurs of that area.

Percentage Method

This method is applied to find out the study on rural entrepreneur in selecting rural entrepreneurs in Tirunelveli. It is applied to identify the percentage of contribution of various factors under the study.

Statistical Tools

The composed data was evaluate with the assist of chi square test.

Chi-Square Test

Null Hypothesis There is no significance between the monthly salary and types of entrepreneurs behavior.

Observed Frequency

S. No	Monthly Salary (Rs.)	Types of entrepreneurs behavior			Total
		Selling behavior of rural entrepreneurs based	Cost and returns of entrepreneurs	Gaining new ideas and knowledge in entrepreneurship	
1	up to 10,000	5	10	8	23
2	10,001 – 15,000	10	10	6	26
3	15,001 – 20,000	5	15	19	39
4	above 20,000	10	20	2	32
	Total	30	55	35	120

Expected Frequency

S. No	Monthly Salary (Rs.)	Types of entrepreneurs behavior			Total
		Selling behavior of rural entrepreneurs based	Cost and returns of entrepreneurs	Gaining new ideas and knowledge in entrepreneurship	
1	up to 10,000	5.75	10.54	6.71	23
2	10,001 – 15,000	6.50	11.92	7.58	26
3	15,001 – 20,000	9.75	17.88	11.38	39
4	above 20,000	8.00	14.67	9.33	32
	Total	30	55	35	120

O	E	O-E	O-E ²	O-E ² /E
5	5.75	-0.75	0.56	0.10
10	10.54	-0.54	0.29	0.03
8	6.71	1.29	1.66	0.25
10	6.50	3.50	12.00	1.85
10	11.92	-1.92	3.69	0.31
6	7.58	-1.58	2.00	0.26
5	9.75	-4.75	22.56	2.31
15	17.88	-2.88	8.00	0.44
19	11.38	7.62	58.00	5.10
10	8.00	2.00	4.00	0.50
20	14.67	5.00	25.00	1.70
2	9.33	-7.33	53.73	5.76
Calculated value				18.61

$$X^2 = \sum (O-E)^2 / E = 18.61$$

$$\text{Degree of freedom} = (R-1)(C-1)$$

$$= (4-1)(3-1)$$

$$= 3 \times 2 = 6$$

$$6 @ \text{Table Value} = 12.592$$

In view of the fact that 18.61 are than the 12.592.

so hypotheses is rejected.

6. Result

There is association between the types of entrepreneurial behavior and monthly salary.

7. Suggestions

- ✓ Entrepreneur should have more knowledge about the marketing ideas.
- ✓ Entrepreneur can focus on the prices.

8. Conclusion

The study is on focusing the association of net profit with the determinant attributes of rural entrepreneurs. in agreement with the development of rural firm the capable entrepreneur expansion and management is in require. the critical analysis of agripreneurs in tirunelveli district clearly indicates that if the right environment is created and farmers are provided adequate infrastructure support, agricultural production to ensure food security can be enlarged and many farmers can improve their income and excellence of life through implementation of new technologies and enhanced farm practices. family educational status, house type and risk orientation are not necessarily major constraints for the promotion of agripreneurship. even less educated few farmers of older age can also develop into anagri-entrepreneur provided they are obviously learned about the right type of technologies and facts about their use.

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