



Awareness About Entrepreneurship Among the Teaching Professionals - Thanjavur District

KEYWORDS

Tamil Nadu, India, Thanjavur Town, Entrepreneurship, Benefits.

K.S. THIRUMALAI UTHAYA CHANDAR

B.Com I Year, Periyar Maniammai University, Thanjavur

ABSTRACT *An Entrepreneur is a person who takes the risk of starting his own business or enterprise or investing in other start ups for the purpose of achieving their goal with the desire and the capability to innovate and diversify. We all know that entrepreneurship is the main reason for the economic development of our country. The entrepreneurship has many dimensions like autonomy, innovativeness, risk taking ability, initiative, leadership, optimistic, self confidence, knowledge about markets, proactiveness and competitive aggressiveness... etc. This research was done to know the efficiency and awareness about the entrepreneurship among the teaching professionals in the town of Tamil Nadu. Sampling of 100 teaching professionals was taken across the town of Thanjavur. The result reveals that there is a knowledge and awareness about entrepreneurship and its benefits.*

INTRODUCTION

Definition of the word entrepreneur as per the OXFORD DICTIONARY is that "an entrepreneur is a person who sets up a business or businesses, taking on financial risk in the hope of making profit". Entrepreneur is a word derived from the 19th CENTURY FRENCH WORD which means 'somebody who undertakes'.

• Common traits of an entrepreneur:

- Original thinkers
- Risk takers
- Take responsibility for own actions
- Feel competent and capable
- Set high goals and enjoy working toward the
- Self employed parents
- Firstborns
- Between 30-50 years old
- Well educated – 80% have college degree and 1/3 have a graduate level degree.

CHARACTERISTICS OF A SUCCESSFUL ENTREPRENEUR

- **Successful**
 - Creative and Innovative
 - Position themselves in shifting or new markets
 - Create new products
 - Create new processes
 - Create new delivery
 - Finding new market gaps.

FUTURE METHODS THAT LEAD TO THE FAILURE OF ENTREPRENEURSHIP

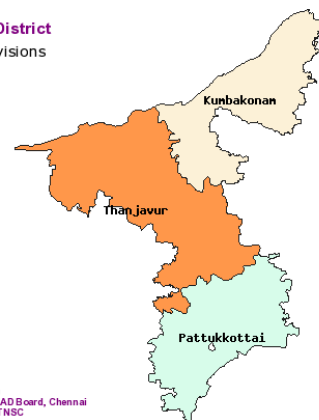
- **Unsuccessful**
 - Poor Managers
 - Low work ethic
 - Inefficient
 - Failure to plan and prepare
 - Poor money managers.

Entrepreneurs are often stereotyped as high stakes gamblers but successful entrepreneurs take only calculated risks.

At the time of independence in 1947 India had only the rural economy. That is only agriculture was carried on as a profession by the general public. Then as the technology was developed many of them began to set up their own business because they wanted to be self employed rather than working under a manager or other head to be self-sustainable. After the independence of our country only the small and medium scale industries developed and it became the producing factor of our country and thus it contributed to the economic

development of our country. This small and medium scale industries reveal the impact on the society are the subjects for research, primarily in the disciplines of economics, management, finance, marketing and strategy. Among the developing countries, India has emerged from agricultural domain into the technological domain. The growing economy of India has provided the entrepreneurs to operate their business and to excel into the international market. Tamil Nadu is one of the states in India that covers an area of 130,058 square kilometers. It is the eleventh largest state in India. Tamil Nadu consists of 32 districts which provide the spectrum of agricultural products and the non-agricultural products and also the industrial products. The total population of our state is 72,138,958 as per the provisional results of census of India in 2011.

Thanjavur District
Revenue Divisions



(Map Not to Scale)
Digital Map Source : T.WAD Board, Chennai
Web Design : NIC, TNSC

Source: Government of Tamil Nadu, 2012, <http://tnmaps.tn.nic.in>

However the awareness about entrepreneurship among the teaching officials was not known as there was no research done in this Thanjavur town area. So as to examine the knowledge and the awareness of the teaching professionals in this field Thanjavur district was selected as it has more educational institutions. Thanjavur district is well known for the rice production as it is called the rice bowl of Tamil Nadu. This district has 8 taluks viz. Thanjavur, Papanasam, Kumbakonam, Thiruvaiyaru, Orathanadu, Thrupunal, Pattukkottai, Peravurani. And there are totally 3 revenue divisions viz. Thanjavur, Pattukkottai, Kumbakonam. This research paper is intended to understand the entrepreneurship firm in Thanjavur town and the awareness about entrepreneurship among the individual teaching professionals and to state

and improve the awareness as it may help to improve the standard of the entrepreneurship firms.

LITERATURE REVIEW

There are many scholars who added some concepts and definitions to the world of entrepreneurship. Here are their contributions mentioned in their respective literatures:

Entrepreneur is a person bearing risk. First person to recognise the role of entrepreneur in economy as an economic function than social function. Stated farmer as an entrepreneur, who promises to pay fixed sum of money to landowner, without assurance of the profit he will drive. Function of entrepreneur and not his personality. Richard Cantillon (1755) finds an agent combining all factors of production special personal qualities. Unlike, and they did not emphasize uncertainty in his definition. Jean Baptiste said (1800) analyzed the central function of the entrepreneur independent of any other social framework. Frank Knight stated entrepreneurship as Recipient of pure profits. Pure profit is bearing the cost of uncertainty. Discussed uncertainty and risk and involves primary and secondary part:

a. Primary problem or function is deciding what to do and how to do

b. Doing things and actual execution of activity, becomes in real sense a secondary part. Frank Knight (1921) finds that an Innovator with unusual will and energy, charity of vision and ability to act. Max Weber (1930) investigates ability to identify new opportunities. Bearer of the mechanism to change the economy. Joseph Schumpeter (1934) reveals that movement toward equilibrium by pursuing opportunities and understanding human actions as active and creative rather than passive, automatic. Mechanical Kirzner (1973) finds that specialize in making judgmental decisions for coordinating scarce resources. Decision making as personal quality, and motivated by themselves. Mark Casson (1982) said that relentless pursuit of opportunity without regard to resources currently enrolled. Stevenson and Sahlman (1987) find that people actions taken for create organizations. Accumulation and deployment of resources and building Organization Structure to pursue opportunities for others. Gartner (1990) said that the process involves all functions, activities and actions associated with the perceiving of opportunities and the creation of organizations to pursue them. Bygrave and Hofer (1991) said that societal and environmental issues in Entrepreneurship. As per Global Entrepreneurship Monitor 2005 more management qualified and young achievers likely to be into entrepreneurship in comparison to 1998. EDP, Institutes, financing, CVF, separate discipline, institutes, profession. Quality, Service, IT as resource, sustainable, strategist, moderate risk, collaborative relationship. Recent Trends as per The Hindu (2010)

These are the literary contributions of the various entrepreneurial thinkers towards the entrepreneurship.

SCOPE OF STUDY

This paper was initiated to know the knowledge and awareness about the entrepreneurship among the teaching professionals in Thanjavur town- Tamil Nadu based on the concept of creating awareness about it. The researchers used the conceptual model that is based on Lumpkin and Dess's (1996) definitions. Since the area of the research is extensive, the researches confined the area of research within the Thanjavur town which has more number of educational institutions.

RESEARCH METHODOLOGY

The questionnaire method was used in this research to collect the data from the teaching professionals. The questions comprised of five sections as each sections focuses on the dimensions of the entrepreneurship awareness. These questions are based on the knowledge and the awareness and also the abilities of the entrepreneurship. The question was piloted by asking a number of teaching professionals to fill

in the form that contains the questions. The respondents understood the questions well and they gave the answers approximately to the question were used for the teaching professionals to tick the answers. Each scale was given a score to measure the response made by the each entrepreneurs. And in total 100 responses were collected. As such, the Louis Guttman's Scalogram analysis was used in determining the response of research questions that was collected from the teaching professionals.

Based on	Research questions(RQ)
AWARENESS	RQ1: Do you know about the entrepreneurship?
METHOD	RQ2: IF YES, How do you come to know about that entrepreneurship? IF NO, What is the reason?
BENEFITS AND KNOWLEDGE	RQ3: Do you know the benefits of the entrepreneurship?
INTEREST OF HIM	RQ4: Do you want to start a firm or a company or anything?

DATA ANALYSIS

Sample sizes of 100 teaching professionals were investigated. The respondent population consisted of 60 males and 40 females. The sample population shows that 90% of the male teaching professionals and 85% female professionals are well aware and the remaining was not. The total percentage of known is 88% only. And the result was analysed in the following method.

Table 2

Responses for the awareness – RQ1(60 male and 40 female was taken)		
Gender	Yes	No
Male	54	6
Female	34	6
Total	88	12

Table 2 shows the awareness about entrepreneurship among the teaching professionals. In the above mentioned table 88 has said yes and 12 has said no.

Table 3

Responses for the mode of information -RQ2 (54 male and 34 female)				
Gender	From articles	TV programs	Entrepreneurship Meetings	Other means
Male	15	6	30	3
Female	9	4	18	3
Total	24	10	48	6

Most of the teaching professionals are saying they came to know about this entrepreneurship from the conferences conducted at the various colleges and other educational institutions.

Table 4

Responses for the reasons-RQ2 (6 male and 6 female)		
Gender	No resources available	Not needed to know it
Male	3	3
Female	2	4
Total	5	7

Most of the people are not interested in knowing the reasons and need for the entrepreneurship.

Table 5

Responses for the benefits known or not-RQ3 (54 male and 34 female)		
Gender	Yes	No
Male	47	7
Female	30	4
Total	77	11

Seventy seven teaching professionals reveal that they knew a lot about the benefits of the entrepreneurship whereas 11 do not. Next question tells about the interest of the teaching professionals to start or to begin a new firm or an enterprise.

Table 6

Responses for starting a new business-RQ4 (54 male and 34 female)		
Gender	Yes	No
Male	30	24
Female	22	12
Total	52	36

Fifty two are very interested to start the new business whereas 36 professionals who are well educated about the entrepreneurship are not interested in beginning new firm. It is mainly because they don't want to take risks in their life. Male are well aware about the entrepreneurship benefits and they are ready to take the risks compared to the women in Thanjavur.

CONCLUSION

The awareness and knowledge about the entrepreneurship differs from place to place. Thus this research has given the opportunity to know about the awareness and knowledge about the entrepreneurship. Entrepreneurial knowledge is must for the teaching professionals so that they can encourage the entrepreneurship among the students and it may enable to teach them or feed them with knowledge about entrepreneurship. Since the study shows that many got aware of this entrepreneurship only by means of the entrepreneurial meetings. So these type of meeting should be encouraged and it should be improved. This will inculcate the character of becoming an entrepreneur among them or to the general public. They were not aware of the benefits of the entrepreneurship and it should also be published in meetings. This study shows the awareness and also the benefits of the entrepreneurship.

REFERENCE

1.Rajendran K.V.R.(2014), " the effects of entrepreneurial orientations on the small- medium enterprise in Tamil Nadu", international journal of Indian culture and the business management. | 2. Aleksandra gawel 2012, " Entrepreneurship and sustainability do they have anything in common"? Poznan university of economics review, vol12,no 1,pp 5-16 | 3. Jayshree S 2007, "Entrepreneurial Development," Margham publishers, Chennai. | 4. Rangarajan, C 2010, " Two episodes in the reform process," India's economy-performance and the challenges, oxford university press, New Delhi, pp100 | 5. Manimala, M.J., Gopal, M.V., prakhya s and the shields, J 2001, GEM India report, Indian Institute of Management, Bangalore. | 6. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CEAQFjAA&url=http%3A%2F%2Fwww.uky.edu%2F~wmbowl0%2Fentrepreneurship.ppt&ei=MJ4dU8TNFoSKrge49oFg&usg=AFQjCNEfjDLbUQUUDUCOIT29JigMhQP5Q&sig2=A24jbrprOzUn8cBgRCglPQ&bvm=bv.62578216,d.bmk> | 7. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0CEgQFjAB&url=http%3A%2F%2Fwww.business.govt.nz%2Fresources%2Feducational-resources%2Fentrepreneurs%2Fentrepreneurs-powerpoint.ppt&ei=MJ4dU8TNFoSKrge49oFg&usg=AFQjCNGOD8r3EnjStaa4XKgifUV1drqzA&sig2=3WXgHPrLzM1Hj0eATfv3Q&bvm=bv.62578216,d.bmk> | 8. <http://en.wikipedia.org/wiki/Entrepreneurship> . |