A STUDY ON “ENTREPRENEURSHIP IN MSME” WITH SPECIAL REFERENCE TO TIRUPUR CITY

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ABSTRACT
Entrepreneurship plays a prime role in industrial development. India has always been a land of entrepreneurs and also occupied a strategic position in the Indian economy. Today the village and MSME units account for about strategic portion of the total industrial production, 35% of the country exports and estimated to employ 94 millions person in over 30 million units throughout the country. The researcher has taken this topic to identify the factors motivating persons to become an entrepreneur, to identify the factors contributing to the success of good entrepreneurship and to analyze the relationship between industries related factors and success of entrepreneurs. The researcher has been selected 300 respondents from in and around Tirupur City by convenience sampling method. The percentage analysis, weighted average rank analysis and chi-square statistical method are used for the study.

KEY WORDS: Entrepreneurship, entrepreneurs.

BIBILOGRAPHY