



A STUDY ON ENTREPRENEURSHIP AND STARTUP IN MADURAI DISTRICT

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ABSTRACT:

This study examines the current landscape of entrepreneurship and start-ups in Madurai, Tamil Nadu, analysing the factors driving innovation, challenges faced by aspiring entrepreneurs, and the potential for growth across various sectors, particularly highlighting the role of local educational institutions and government initiatives in cultivating a thriving start up. Entrepreneurship and start-ups play a crucial role in driving innovation, economic growth, and job creation. Entrepreneurs identify market opportunities, develop innovative solutions, and take risks to build and scale new ventures. Start-ups, often characterized by their agility and disruptive potential, leverage technology and unique business models to challenge traditional industries. While entrepreneurship offers significant rewards, it also comes with challenges such as funding constraints, market competition, and operational uncertainties. This paper explores the key aspects of entrepreneurship, including startup ecosystems, funding sources, scaling strategies, and the impact of technology and innovation. It also highlights the role of government policies, mentorship, and incubators in fostering successful start-ups. Understanding the dynamics of entrepreneurship can help aspiring business leaders navigate the complexities of launching and growing a startup in today's competitive landscape.

KEYWORDS:

YOUNG ENTREPRENEURS, FACTORS INFLUENCES, START-UP, BUSINESS, ENTREPRENEURSHIP

1.1 INTRODUCTION:

A start-up company or start-up or start-up is a young company that is just beginning to develop. Start-ups are usually small and initially financed and operated by a handful of founders or one individual. Startup India is an initiative of the Government of India. The campaign was first announced by Indian Prime Minister, Narendra Modi during his 15 August 2015 address from the Red Fort, in New Delhi. The action plan of this initiative is based on the following three pillars. "A start-up is a company designed to grow fast. Being newly founded does not in itself make a company a start-up. Nor is it necessary for a start-up to work on technology, take venture funding, or have some sort of "exit". Entrepreneurship is the process of designing, launching, and running a business venture. It involves taking calculated risks, innovating, and persevering to create a successful business. Entrepreneurs are individuals who have the passion, vision, and drive to start and grow their own businesses.

1.2 STATEMENT OF THE PROBLEM:

The primary of an entrepreneurship and startups are sustainability-based problems. They are environmental impact and social inequality. Environmental impact could include the harmful effects of human activities on the environmental. Social inequality is the unequal distribution of resources, Benefits and rights within a security. These are the major problems surround to entrepreneurship business person. And difficulty to startup a business.

1.3 REVIEW OF LITERATURE:

1. This study looks at how different parts of the startup ecosystem help new businesses grow, especially in the early stages. It reviews research from the past ten years, analyzing 46 key studies. The goal is to understand how these ecosystem elements support startups and help them succeed. The findings can help startup founders plan better and avoid failure in the first few years. The study also provides guidance for future research on this topic.(Ariani Dwi Wulandari, Sepuluh Nopember & Apol

Pribadi Subriadi,1996)

1.4 OBJECTIVES OF THE STUDY:

1. Toanalyse the entrepreneurial ecosystem in Madurai City, focusing on the resources, support systems, and infrastructure available to startups.
2. To identify the key challenges faced by entrepreneurs in Madurai, including access to funding, talent, and government policies.
3. To evaluate the role of government initiatives, incubators, and private investors in fostering a thriving startup environment.

1.5 METHODOLOGY:

1.5.1 RESEARCH DESIGN

The type of the for this project is descriptive research. It includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state affairs as it exists at present. The characteristic of this method is description of the state of affairs as it exists at present. The characteristic of this method is that research has no control over the variables the research can only report what was happened.

1.5.2 SAMPLING METHOD

The sample was drawn using convenience sampling method. The total sample size was chosen 50.

1.5.3 PRIMARY AND SECONDARY DATA

The questionnaire consists of 16 questions relating to various aspects of the study. The first part of the questionnaire was mainly prepare to get the personal detail of the customers & their extent of brand awareness. And the later part of the questionnaires was prepared to identify the customer’s satisfaction about the entrepreneurship and startups

The last part of the questionnaire was prepared such that the customers were encouraged to give their valuable suggestions.

Data pertaining the company is collected from the company’s status report. The company’s profile gives a detailed report of the past records of the organization. The data collection both from primary & secondary source is tabulate and presented in a systemic from prior to classification and interpretation.

1.5.4 SAMPLE SIZE

A total of respondents were selected for the study and personally interviewed, with a questionnaire given to them.

1.5.5 STUDY OF THE AREA

The study has been conducted among the Entrepreneurship and startup in Madurai district.

1.6 DATA ANALYSIS

CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

TABLE 1.6.1

GENDER OF THE RESPONDENTS

Gender	No. of Respondents	Percentage
Male	15	30
Female	35	70
Total	50	100

INFERENCE:

In the above data indicates that 30% of respondents were male 70% were female

CHART 1.5.1 GENDER OF THE RESPONDENTS

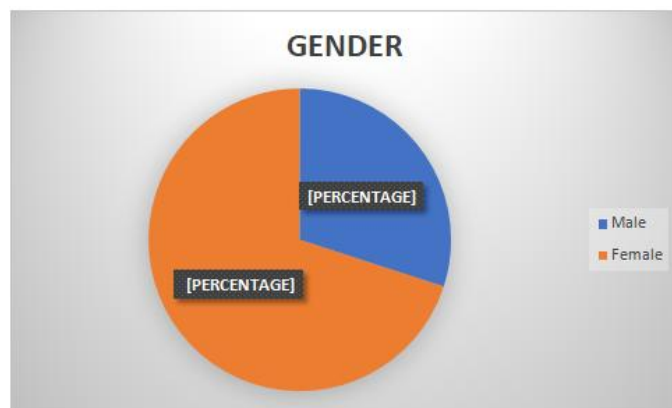


TABLE 1.6.2

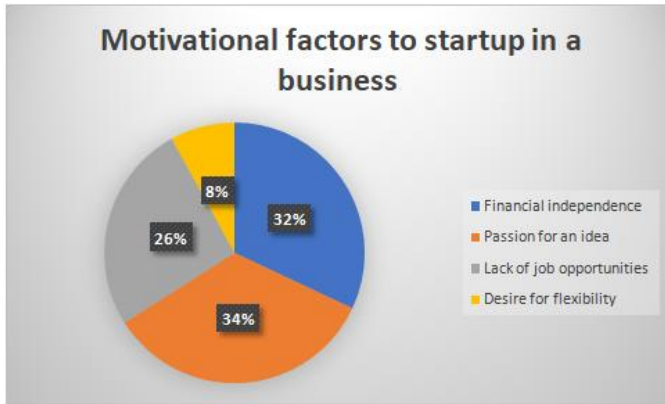
MOTIVATIONAL FACTORS TO STARTUP IN A BUSINESS

S.No	Particulars	No.of Respondents	Percentage
1	Financial independence	16	32
2	Passion for an idea	17	34
3	Lack of job opportunities	13	26
4	Desire for flexibility	4	8
Total		50	100

INFERENCE:

In the above data indicates that 32% of respondents are financial independence, 34% of respondents are passion for an idea, 26% of respondents are lack of job opportunities, 8% of desire for flexibility.

CHART 1.6.2 MOTIVATIONAL FACTORS TO STARTUP IN A BUSINESS



1.7 FINDINGS AND SUGGESTIONS

1.7.1 FINDINGS:

- 1. Gender Distribution:** The data reveals that the majority (70%) of respondents are female, while only 30% are male. This suggests that more women participated in the survey or are more interested in entrepreneurship.
- 2. Top Motivational Factor:** The most common reason for starting a business is Passion for an idea (34%), showing that creativity and personal interest play a major role in entrepreneurship.
- 3. Financial Independence:** About 32% of respondents started a business to achieve financial stability, highlighting economic security as a key motivator.
- 4. Lack of Job Opportunities:** A significant 26% of respondents turned to business due to a shortage of employment options, indicating that entrepreneurship is often a necessity rather than a choice.

1.7.2 SUGGESTIONS:

- 1. Support for Women Entrepreneurs:** Given the high percentage of female respondents, policymakers and

organizations should introduce more programs to support women-led businesses through funding, mentorship, and networking opportunities.

2. Encouraging Passion-driven Ventures: Since passion is the leading motivation, incubators and funding bodies should focus on helping entrepreneurs turn ideas into sustainable businesses through training and investment.

3. Addressing Unemployment through Entrepreneurship: With 26% of respondents starting businesses due to a lack of job opportunities, the government and private sector should promote entrepreneurship as a viable career path through skill development and startup incentives.

4. Financial Assistance Programs: As financial independence is a key factor, more low-interest loan schemes, grants, and crowdfunding opportunities should be made available to new entrepreneurs.

CONCLUSION:

In conclusion, entrepreneurship is not just about starting a business—it’s about creating value, embracing challenges, and persistently working toward growth. With the right mindset, resources, and execution, startups can achieve sustainability and long-term success.

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