

PROBLEMS FACED BY ENTREPRENEURS DURING PANDEMIC - A STUDY WITH SPECIAL REFERENCE TO POLLACHI TALUK

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ABSTRACT

This study mainly focuses on the problems faced by the entrepreneurs during pandemic situation. COVID-19 is a massive health crisis but also much more. It is a systemic shock with profound implications, both in the short- and medium- to long-term. This virus has triggered a substantial short-term economic contraction, shuttered many firms, whether big or small, thrown tens of millions out of work, and has other effects on business activities. The objective of the study is to analyze the problems faced by the entrepreneurs during pandemic period. Simple percentage, chi-square test used to analyze the collected data. Some of the findings of the study are Majority of the respondents, 59(49.17%) belong to the age group of 21-30 years. Majority 100(83.3%) of the respondents are male. Most 99(82.5%) of the respondents are married. Majority (50.8%) of the respondents are under graduates. To support these businesses, the government should use different mechanisms by cooperating with wealthy peoples and other non-governmental organizations. Besides, small business owners should manage expectations and communicate with staff, suppliers, banks, and customers throughout this corona virus frightening. Reduce expenses be open to their employees about their finances and keep marketing, use different alternatives to deliver their product, and recover from the crisis.

Keywords: Entrepreneurs, Covid 19, Corona virus and SME

1. INTRODUCTION

The small business sector in India employs about 114 million people and contributes to 30% of India's GDP (gross domestic product). It also supplies around half of the country's exports of products and services. Hence, it can be said that more importance should be placed on small- and medium-sized firms and the barriers that they are facing due to the economic slowdown brought upon by the pandemic. Attention must also be paid to the blueprints drawn by firms to overcome these impediments otherwise it is very difficult them to success in their business activities. Small businesses can overcome the setbacks brought about by economic slowdown through strategies such digitization, innovation and shifting to new business segments. This study is undertaken with an attempt to comprehend the constraints that entrepreneurs have faced during the pandemic and the strategies adopted

by them to sustain the lockdown and make a turnabout towards growth and survival. This study also endures to suggest some guidelines which can be beneficial for entrepreneurs and policy-makers.

2. REVIEW OF LITERATURE

Papava, (2020) in his study entitled that “The COVID-19 pandemic impact upon housing brokers’ workflow and their clients’ attitude” suggested that the lockdown was imposed to stop the COVID-19 pandemic, the tourism and passenger transportation sectors were the first to experience problems. This led to the collapse of stock exchanges, which directly affected the real economy.

Papadopoulos et al., (2020) in his study entitled that “The use of digital technologies by small and medium enterprises during COVID-19: Implications for theory and practice” found that 51% of SMEs believe that digital technologies are essential to ensure their future competitiveness, while two-fifths of management considers them a top priority.

Bortolini et al., (2021) in his study entitled that “Lean Startup: a comprehensive historical review” found that the starting a new business is a difficult and risky process. The biggest risk an entrepreneur may face is bringing a product to market that no one wants.

3.STATEMENT OF THE PROBLEM

Due to Covid 19 most of the entrepreneurs business is affected and they are facing so many problems while they are running business. The following question was raised in the minds of the researcher is:

- What are the problems faced by the entrepreneurs during Pandemic situation?

4. OBJECTIVES OF THIS STUDY

To identify answer for the above problem the following objective has been framed by the researcher is as follows.

- To analyse the problems faced by the entrepreneurs during covid 19 period.

5. METHODOLOGY

The methodology consists of the following various heads.

1. Data
2. Sample size
3. Sample method
4. Frame work

1.5.1 DATA

This study consists of both primary and secondary data. Primary data have been collected with help of questionnaires.

The secondary data have been collected from internet and collected information journals, magazine, newspaper, books, etc.

1.5.2 SAMPLE SIZE

Totally there are 130 questionnaires were distributed, among those after checking the ten questionnaires are not filled correctly. So, finally 120 respondents were taken for this study.

1.5.3 SAMPLING METHOD

Convenience sample methods have been adapted to collecting the relevant data.

1.5.4 STATISTICAL TOOL APPLIED

The statistical tools used for this study are:

- Simple percentage method
- Weighted average method

6. SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

The following table explains about the personal profile of the respondents with majority category are as follows:

TABLE 1.1: PROFILE OF THE ENTREPRENEURS		
PERSONAL PROFILE	NUMBER OF RESPONDENTS	PERCENTAGE
Age (21-30 years)	59	49.17
Gender (Male)	100	83.33
Marital Status (Married)	99	82.50
Educational Qualification (Under Graduates)	61	50.80
Occupation (Entrepreneurs)	90	75.00
Type of family(Nuclear Family)	107	89.11
Monthly Income (up to Rs.15000)	68	56.7
Earning members in the family	63	52.5
Source: Primary data	Total respondents: 120	

7. PROBLEMS FACED BY ENTREPRENEURS

The following table shows the problems faced by the entrepreneurs are as follows

TABLE 1.2: CHALLENGES FACED BY ENTREPRENEURS

S.No	Challenges of entrepreneurs	Rank
1.	Finding new customers	I
2.	Accessing startup ideas	II
3.	Raising of finance	III
4.	Keeping existing customers	V
5.	Funds to start new business	IV
6.	Law policies, rules and regulations	VI
7.	Skilled employees	VII
8.	Networks and connections	VIII
9.	Information, education, or knowledge	IX
Source: primary data		

The above the table 1.2 specifies the problems faced by entrepreneurs among the selected respondents (120 respondents). The first rank given “*Finding new customers*”, Second rank given “*Accessing startup ideas*”, third rank given “*Raising of finance*”, fourth rank given “*Keeping existing customers*”, fifth rank given “*Funds to start new business*”, sixth rank given “*Law policies, rules and regulations*”, seventh rank given “*Skilled employees*”, eight rank given “*Networks and connections*”, ninth rank given “*Networks and connections*” and tenth rank given “*Information, education, or knowledge*”

8. FINDINGS OF THE STUDY

1.8.1 SOCIO ECONOMIC PROFILE

- Majority of the respondents, 59(49.17%) belong to the age group of 21-30 years.
- Majority 100(83.3%) of the respondents are female.
- Most 99(82.5%) of the respondents are married.
- Majority (50.8%) of the respondents are under graduates.
- Majority 58(48.3%) of the respondents are entrepreneur.
- Majority 107(89.11%) of the respondents are living in nuclear family.

PROBLEMS FACED BY ENTREPRENEURS

The problems of the study were identified with the help of ranking given by the respondents are as follows:

The problems faced by entrepreneurs among the selected respondents (120 respondents). The first rank given “*Finding new customers*”, Second rank given “*Accessing startup ideas*”, third rank given “*Raising of finance*”, fourth rank given “*Keeping existing customers*”, fifth rank given “*Funds to start new business*”, sixth rank given “*Law policies, rules and regulations*”, seventh rank given “*Skilled employees*”, eighth rank given “*Networks*

and connections”, ninth rank given “Networks and connections” and tenth rank given “Information, education, or knowledge”

9. SUGGESTIONS OF THE STUDY

The following are the suggestions given by the respondents are as follows:

- The government should use different mechanisms by cooperating with wealthy peoples and other non-governmental organizations.
- Besides, small business owners should manage expectations and communicate with staff, suppliers, banks, and customers throughout this corona virus frightening.
- Reduce expenses be open to their employees about their finances and keep marketing, use different alternatives to deliver their product, and recover from the crisis.

10. CONCLUSION

The COVID-19 crisis has caused behavioral changes, which affect entrepreneurship, and particularly SMEs. SMEs are navigating through the crisis through their creativity and innovation. Their capability to respond to these changes depends on the entrepreneur’s resilience to continue with creative and innovative ideas and government growth-oriented economic policy.

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