



A STUDY ON THE INFLUENCING AND MOTIVATIONAL FACTORS OF LAYER POULTRY ENTREPRENEURS AT NAMAKKAL DISTRICT OF TAMILNADU

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Abstract

The field of entrepreneurship is characterized by competition, financial gain and independence, and the socio-economic setting provides a base for individuals to venture into entrepreneurship. Individuals perform the entrepreneurial role because of a desire to achieve, and individuals with a high need for achievement venture into enterprise building, whether small, medium or large. This paper presents findings on the reasons why Entrepreneurs at Namakkal District venture into poultry business and what motivates them to do so. The analysis is based on primary data collected from layer poultry entrepreneurs of Namakkal District. This paper also examines the basic factors that have a potential influence in the decisions taken by Entrepreneurs engaged in layer poultry Industry at Namakkal District.

INTRODUCTION

Entrepreneurs exhibit determination to make their business dream a reality, which is fueled by a passion for success. The pursuit of an entrepreneurial opportunity is an evolutionary process in which entrepreneurs select out many steps along the way, make decisions positively to evaluate opportunities, to pursue resources and to design the mechanism of exploitation. In this whole entrepreneurial game, the willingness or motivation of the entrepreneurs to "play" constitutes an important aspect of entrepreneurial development. The motivation of an entrepreneur is a combination of financial gains, a strong desire to do something new, an urge to control their future and an 'I can do it' attitude.

In the recent years, entrepreneurship in India has been a new impetus for economic development. Micro-entrepreneurial ventures are considered to be the most critical factors that would help both urban and rural population through the creation of jobs, rescue out of unemployment and poverty and thereby impact upon developing skills, self-esteem and self-sufficiency. With the changing global scenario, entrepreneurship has emerged in the forefront. The business owners are continuing to demonstrate economic prowess worldwide. According to the Global Entrepreneurship Monitor (GEM), one in eleven (8.9%) is involved in entrepreneurship across the globe and India occupies the second position among the 22 countries where 14.1 percent of individual have ventured into entrepreneurship (GEM, 2014)¹. The increase in the level of entrepreneurial activity among individual increases as levels of education rise especially among those who go beyond secondary education. Individuals, especially those belonging to the low-income strata and who have no other option for employment, are taking to entrepreneurship not only to meet the survival needs of the family but also due to low barriers of entry and flexibility.

The paper reviews some studies on motivation and entrepreneurship and then uses the conclusions to explain the motivational pattern among the layer poultry entrepreneurs of Namakkal District, Tamilnadu.

MOTIVATION PATTERNS AMONG ENTREPRENEURS: A REVIEW

In recent years, entrepreneurship research has focused on what motivates people to venture as entrepreneurs. In trying to answer this question, research studies have identified various types of entrepreneurial motivation. Some researches describe it as a social-psychological drive among people that leads to economic development of a country.

McClelland and winter (1969)² assert that a high need for achievement is positively related to entrepreneurship and is based on assumptions like the existence of an open social structure, relative freedom of occupational choice and perception of moderate chance of success where individual efforts can directly affect success and failure. **Kets**

De Vries (1977)³ states that the need for prestige, power and self-confidence are used as reassuring weapons to deal with low self-esteem and related feelings of anxiety by the entrepreneurs. Entrepreneurs are driven by power motivation and are concerned mainly with influencing the environment, individuals and institutions to achieve their goals. It is necessary for entrepreneurs to develop motivational needs complementary to the need for affiliation in proportionate manner.

Bhattachraya's study (1979)⁴ identified self-actualization as an important motive. **Singh (1992)⁵**, in her study on women entrepreneurs, found that the entrepreneur's power, self-actualization and achievement motivation are significantly higher in entrepreneurs compared to economic and affiliation motivation. Further, **Ray and Ramachandran (1996)⁶** found that entrepreneur's unfulfilled personal needs trigger off reaction to pertinent external and internal stimuli, which leads to recognition of a business opportunity by an entrepreneur.

Hornaday and Abound (1971)⁷ report that the need for achievement, support, independence and leadership are the most significant entrepreneurial characteristics. **Cox and Jenning (1990)⁸** argued that money is rarely the primary driving force for entrepreneurs from the upper income group. It is found that they are driven by the objective of providing services to mankind. **Holmquist and Sundin (1988)⁹** observed that entrepreneurs frequently pursue social goals like customer satisfaction together with economic goals. **Liebow (1991)¹⁰** reveals that social issues and problems act as impetus for women to start a business. Another important business motivation for entrepreneurs is the need to provide security to the family. According to **Holmquist and Sundin (1990)¹¹** entrepreneurs are often motivated by the desire to have flexibility in their work and family.

Taking into consideration the characteristics that motivate individuals in taking up an entrepreneurial career, the present study explores what motivates layer poultry entrepreneurs from Namakkal district. We would try to cover the basic factors that have a potential to influence the decision to engage in entrepreneurial activity in the Indian context.

METHODOLOGY

Namakkal was selected as the locale for the present study by using purposive sampling. Namakkal finds a place of importance in the map of India because of its poultry egg production. Namakkal is the major producer of Egg in Southern region. Hence, it is called as "Egg City". Namakkal, the egg town has an area around 200 sq.km glisten well by contributing 80 percent to the egg production and also to a cognizable level in broiler production. Less seen birds like quail, emu and turkey are reared more in number in farmers in this area. The estimated annual requirements of inputs at this region alone are 2.64 million tones or poultry feed ingredients; 700 tonnes of fee enzymes; 1320 tonnes of toxin binders; 2600 tonnes of synthetic amino acids, 390 tonnes of vitamins and vaccines worth of Rs. 70 million. Thus this area alone has an overall daily turnover of Rs. 170 to 200 million from poultry industry¹².

The other criterion for purposively selecting Namakkal was based on migration pattern of people to this district from various parts of the country in search of gainful employment. Banks and State Financial Corporations and MSME Development institutes operate various schemes of assistances like providing training and support services etc at Namakkal to promote layer poultry industry.

The study adopted survey research method as the nature of research design. The sample consisted of 125 entrepreneurs of commercial layer egg producing firms. The snowball method of investigation was adopted to identify and locate actual entrepreneurs. The data was collected using a schedule through personal interviews. To substantiate the quantitative data, the researcher also collected qualitative data by using focus group discussions.

DATA FINDINGS AND ANALYSIS ABOUT FACTORS MOTIVATING ENTREPRENEURS

Entrepreneurship involves human beings and the process occurs because people act to exploit opportunities. Individuals differ in their willingness and ability to act and this affects the entrepreneurial process. Researches mentioned in the previous section show that the willingness to pursue entrepreneurial opportunities among poultry

entrepreneurs depends on their need to achieve (McClelland and Winter, 1961; Kets De Vries, 1977; Bhattacharya, 1979; Singh, 1992), their need to do something independently (Bhattacharya, 1979; Singh, 1992; Azad, 1982; Rani, 1986) and their social needs (Cox and Jennings, 1990; Liebow, 1991). Contrary to the mentioned studies, poultry entrepreneurs at Namakkal were motivated to entrepreneurship primarily to satisfy their socio-economic needs. The data also revealed that satisfying psychological needs of being independent, increasing self-confidence, and the ability to take risks were also the motivating factors for venturing into entrepreneurship (Table 1).

S.No	Reasons	Yes	%
1	To support family earnings	114	91.2
2	To gain social recognition	96	76.8
3	Did not get job anywhere else	77	61.6
4	To keep busy / pursue own interest	72	57.6
5	To be independent / self-confidence / To do something new	60	48.0

Source: Primary Data

The above data revealed that, the large majority of the poultry entrepreneurs (91%) were motivated to venture into poultry business to support the family's earnings and by a sense of responsibility and obligation towards the family. To gain recognition in the family and society also emerged as a motivating factor for venturing into poultry entrepreneurship (77%). This probably signifies the need to assume a leadership role which provides a person access to power and influence over others. It is evident from the data that entrepreneurs were motivated into entrepreneurship not only for economic reasons but also to establish themselves in society as individuals with self-worth. It also found that, layer poultry entrepreneurs from Namakkal district were basically attracted towards business due to the monetary factor, that is, for income supplementation. An equally important non-monetary factor that tempted layer poultry entrepreneurs from Namakkal district to become entrepreneurs was the need to establish themselves in the society.

A sizeable percentage of the entrepreneurs also cited the desire to keep busy and to pursue some interest (58%) and to be independent, self-confident and do something new (48%) as motivation for venturing into poultry entrepreneurship. In her study, Das (1999)¹³ similarly revealed that a large majority of the entrepreneurs were drawn towards entrepreneurship by 'pull factors' such as these, in addition to the desire to gain social recognition by showing others that they were capable of doing business.

Social Circumstances

The family played an important role in motivating entrepreneurs on making the decision of venturing into entrepreneurship (Table 2). Entrepreneurs have to depend on family labour in doing business and on doing household chores. The study by Ghosh et al. (1998) revealed that for starting an enterprise, the family mainly provided motivation and moral supports.

Family Reaction	Supportive	Indifferent	Against It	Cannot Say	Total
No. of Respondents	90	25	2	8	125
%	71.2	20	1.6	6.4	100

Source: Primary Data

The data in Table 2 indicates the attitude of the immediate family (spouses, in-laws) towards entrepreneurs to start business activities. The data shows that, the family members of majority of the entrepreneurs (71%) were supportive in starting the layer poultry business. The entrepreneurs reported that, once they were determined to do business, their family not only recognized the economic advantages but also found a position for themselves in the concerned activities.

The study further shows (Table 3) that the entrepreneurs received various kinds of support to run their business efficiently.

Types of Support	Family Reaction to Initiation of Business				Total
	Supportive	Indifferent	Against It	Can't Say	
Household help	30 (81.0%)	8 (20%)	1 (2.5%)	1 (2.5%)	40 (32.0%)
Moral Support	28 (96.5%)	1 (3.4%)	-	-	29 (23.2%)
Support in Business	30 (81.0%)	5 (13.5%)	-	2 (5.4%)	37 (29.6%)
No Support	2 (10.5%)	11 (57.8%)	1 (5.2%)	5 (26.3%)	19 (15.2%)
Total	90 (71.2%)	25 (20.0%)	2 (1.6%)	8 (6.4%)	125 (100%)

Note: $X^2 = 46.5$, $df = 3$, $p = 0.00$ (not significant at 0.05 level of significance) 1% signify row percentage

Source: Primary Data

It is evident that the types of support rendered by the family depended on the family's reaction towards business initiation by respondents. Thus, the majority of the entrepreneurs were provided positive impetus by the family to start their businesses, which is a very important motivating factor for the layer poultry entrepreneurs, as the family shares the labour required in starting the business.

Education

Education is a positive booster in motivating individual to venture into entrepreneurship. With education, individuals experience an increase in self-confidence and become more capable of recognizing their strengths and exploiting those for taking their entrepreneurial career. GEM (2014) found that the level of entrepreneurial activity increases among individuals as the level of education rises (Table 4).

Level of Education	Level of Motivation			Total
	Low	Medium	High	
Up to Class VIII	39 (55.7%)	14 (20.0%)	23 (2.5%)	76 (32.0%)
Up to Class XII, Graduates and Vocational Training	12 (24.5%)	13 (26.5%)	24 (49.0%)	49 (39.2%)
Total	51 (40.8%)	28 (22.4%)	46 (36.8%)	125 (100%)

Note: $X^2 = 18.58$, $df = 4$, $p = 0.00$ (not significant at 0.05 level of significance) 1% signify row percentage

Source: Primary Data

The data in Table 4 show that, more than half of the entrepreneurs who were schooled till class VIII had low motivation levels, while the rest were distributed in almost equal numbers in the medium and high motivation groups. Yet, among the most educated entrepreneurs, that is, those schooled till class XII or graduation or vocationally trained, half had highly motivated and the rest had either medium or low motivated. The reasons for high motivational levels were their ability to take care of their family needs and establish themselves in society as individuals with self-worth. The reasons for low motivation among those who had education up to class VIII were the dissatisfaction with the amount of schooling that they had received, and they shared that, if they had received more education at least up to class XII or had some vocational training, they would have been able to utilize their

entrepreneurial potentials better. The entrepreneurs, who were graduates or had some vocational training or had schooling till Class XII, were motivated as entrepreneurs as it added to their self-confidence, the need to be economically independent and to assume leadership roles. The high motivation was also due to the confidence in approaching relevant organizations for financial loans and made them more vocal and articulate to deal with the daily business dealings.

Personal Characteristics

Being entrepreneurial involves combining personal characteristics, and financial means and resources within an environment to set up a business. Studies by Hisrich and Brush (1986)¹⁴, Shah (1987), Singh (1992), Dhillon (1998), Kaur and Bawa (1999), and Khajuria and Sinha (2000) stress that socio-psychological characteristics play an important role in the enhancement of entrepreneurial behaviour. The study by **Meredith, Neck and Nelson (1982)**¹⁶ identified 19 entrepreneurial traits like leadership, risk taking ability, decision-making ability and stressed that many of these traits are highly interrelated; that is, people who are self-confident will probably accept responsibility for their own decisions, be willing to take risks, and become leaders. Not all entrepreneurs are alike, either in these 19 traits or in their personal qualities. Often, they differ markedly from one another: some are aloof and arrogant; some are warm and friendly; others are withdrawn and shy. Meredith et al. (1982) further revealed that when measured on various personal traits and skills as a group, entrepreneurs differed substantially from non-entrepreneurs. The study by Meredith et al. (1982) identified leadership as a very prominent entrepreneurial characteristic. According to Meredith et al. (1982: 13) "successful entrepreneurs are successful leaders, whether they lead a few employees or a few hundred employees". By the very nature of their work, entrepreneurs are leaders because they must seek opportunities, initiate the endeavor, and gather the physical, financial and human resources needed for launching and running of the endeavor and set goals for themselves (Table 5).

Leadership Item	Response Category	
	Yes	No
Support to Others in Business	99 (79.2%)	26 (20.8%)
Confidence in Dealing with Business Issues	94 (75.2%)	31 (24.8%)
Tackling Competition	64 (51.2%)	61 (48.8%)

Source: Primary Data

The data in Table 5 shows that, most of the entrepreneurs (79%) were able to provide support to other entrepreneurs to deal with various problems which they faced in the running of an enterprise. They also believed (75%) that mobility was an essential requirement for achieving success in business. The entrepreneurs reported that they did all the work from buying raw materials and fixing the cost of the product to dealing with customers, sellers, and local authorities, in managing their business.

In focus group discussions, the entrepreneurs shared their views regarding their leadership roles. Some of the entrepreneurs remarked, "We are able to help other entrepreneurs when they face problems in doing business". Although these entrepreneurs cannot be categorized according to classical styles of leadership, in this study they did have their own unique style of leadership, which was revealed from the data. It is evident that entrepreneurs did not adopt any particular style of leadership but inclined towards a benevolent style where they set a personal example by hard work, and taking care and providing support (moral, emotional, and financial) to other entrepreneurs, although it is likely that they exhibited different leadership styles at different stages of growth of their business activities.

Risk-taking is about taking responsibility and the necessary risk to achieve goals. Risk-taking has two dimensions: personal risk-taking, and delegation of authority and responsibility (Meredith et al., 1982). For an entrepreneur,

growth comes from taking advantage of existing opportunities in both personal and business lives, and taking risks to achieve the goals set. In the present paper, the researcher has dealt with personal risk-taking (Table 6).

Risk-taking Item	Response Category	
	Yes	No
Money	105 (84.0%)	11 (8.8%)
Not Afraid to Travel on Unfamiliar Routes	80 (64.0%)	45 (36.0%)
Do not Fear Problems / Competition	110 (88.0%)	15 (12.0%)

Source: Primary Data

The data in Table 6 presents responses of entrepreneurs taking personal risks. The results indicate that entrepreneurs were moderate-to-high risk takers. As many as 84 percent of the entrepreneurs affirmed that they took risks with money (that is, investing and without knowing the outcome), whereas about 8.8 percent of them said that they would not take risks with money. A positive trend is seen with regard to travelling on unfamiliar routes (64%), while the largest number said they did not fear problems (88%). Thus, the entrepreneur, who was also a manager in the present study, was willing to take moderate risks and experiment on their own, but was nevertheless cautious and interested in the kind of ventures where success was more or less assured.

The qualitative analyses of the data show that entrepreneurs falls in the general risk-taking propensity category and are indispensable for the development of entrepreneurial skills, since it directly affects the future of the business and often of the family too. Due to the presence of competition and potential obstacles to their businesses, some of the entrepreneurs were unwilling to take further personal risks, fearing financial loss, and loss of status and prestige. While they were aware that in such a situation their businesses would not grow, they seemed unable to convince themselves to take any more risks.

Access to Finance

Finance or money is essential for the sustenance and growth of an enterprise and an important motivating factor for entrepreneurs. It has to be made available at the right time and in right amount. It is true that one can borrow finance from banks and other financial institutions. But, the stress of banks and other institutional credit sources is on collateral security which is required to get bank credit limits their accessibility. And as entrepreneur, especially layer poultry entrepreneurs, do not own property in their names, it becomes further difficult for them to access credit. Moreover, small entrepreneurs own enterprises which are either proprietary or partnership firms or so are not eligible for financial resources such as equity, debentures, public issues, etc. Hence, their choice to access finance/credit is limited to the commercial banks and state financial Corporations (SFCs) or Non-Institutional Sources.

S. No	Source	No. of Respondents	Percentage
1	Own	35	28
2	Bank Loan	44	35.2
3	Private Bank	22	17.6
4	Non-banking Financial Institutions	24	19.2
	Total	125	100

Source: Primary Data

The data in this study revealed that, layer poultry entrepreneurs received financial assistance (loans/credit) from various nationalized banks under various governmental schemes, providing special benefits to layer poultry

entrepreneurs. The data in Table 7 shows that majority of the entrepreneurs received loans from either nationalized or private banks.

The data further revealed that the loan sanctioned by Non-banking Financial Institutions followed very simple user-friendly procedures and the documents required were also limited. Further, to assess their motivation to sustain the entrepreneurs were interviewed by the top-level management to assess their attitude towards loan repayment.

In the case of loans routed through banks, the layer poultry entrepreneurs shared that, the procedures were very lengthy and required to submit a lot of documents and added that it did not deter them from getting their loans sanctioned and gets started with their ventures.

Access to Information and Knowledge

Information and knowledge have been important components of human behaviour. The covert and overt behavior of human beings depends on the information and knowledge available to them. It produces changes in the thinking process of an individual and is an important factor contributing to entrepreneurship development (Iyer, 1991). The data showed that availability of information played a major role in the growth and management of the enterprise. The awareness about something new existing can motivate an entrepreneur to adopt it. It helps to comprehend the prevailing market dynamics and to take appropriate decisions with regard to the enterprise. The data in Table 8 indicate the various sources of information which entrepreneurs used to gather information regarding different areas of business management.

Table 8: Sources of Information and Areas of Entrepreneurial Inputs (Multiple Responses)

Information Relating to Various Areas of Enterprise Management	Sources of Information							
	Family Members	Relative / Friends	Customers	Other Entrepreneurs	Financial Institutions/ Banks	NGO/ GO	Self	NR
Marketing	36 (28.8%)	14 (11.2%)	10 (8.0%)	2 (1.6%)	-	-	63 (50.4%)	-
Raw Material	33 (26.4%)	4 (3.2%)	7 (5.6%)	14 (11.2%)	-	3 (2.4%)	62 (49.6%)	-
Government Regulation / Schemes	11 (8.8%)	9 (7.2%)	-	-	5 (4.0%)	95 (76.0%)	2 (1.6%)	2 (1.6%)
Growth of Enterprise	21 (16.8%)	7 (5.6%)	4 (3.2%)	9 (7.2%)	1 (0.8%)	17 (13.6%)	46 (36.8%)	20 (16.0%)
Total	125							

Note: NR = No Response (% is calculated out of the total respondents)

Source: Primary Data

In the case of layer poultry business activities, introducing a wide range of new products or services was beyond the capacity of the entrepreneurs, but to exist in the market they needed to be competitive with innovations in production or distribution, and needed to focus their efforts on establishing customer demands which are not being satisfied in the market. Table 8 reveals that the entrepreneurs gathered information related to the management of their business from various sources. The data revealed that entrepreneurs gathered information related to growth on their own. According to the entrepreneurs, growth occurs with the introduction of proper products and product diversification. The data further revealed that once the respondents became familiar with the process of accessing credit, they gained the confidence to further explore, on their own, for the information related to technology for growth of their business activities. The entrepreneurs exploited their own linkages to gather the necessary facts about new products, which would help them to increase their existing profit margin. They were, therefore, confident and self-dependent as far as marketing, raw material supply, and growth were concerned, and capable in performing the managerial functions of their businesses in the typical 'owner-managerial' style of management.

Innovation

Innovation is a key function in the sustenance of an entrepreneurial process. It is the means by which the entrepreneur either creates new wealth-producing resources, or endows the existing resources with enhanced potential for creating wealth (Leibenstein, 1968). Innovation for layer poultry entrepreneurs in the study was the various promotional endeavors adopted by the respondents to increase the sale of their products (Table 9).

S. No	Methods	No. of Respondents	Percentage
1	Product Improvement (egg)	44	56.4
2	Attracting Customers	22	28.2
3	Quality Maintenance	12	15.3
	Total	78	100

Note: The above data is calculated on the 'Yes' responses

Source: Primary Data

It can be inferred from Table 9 that the entrepreneurs made efforts to know the customers, and what and when they liked to buy, to promote and sustain their businesses and increase their sales. The data further revealed that most of the entrepreneurs (78%) were willing to try new ways of enhancing their sales techniques by adopting different innovative strategies, such as telling friends, acquaintances, and regular customers about the new additions to their businesses. The spouse and other members in the family would advertise and sell the products in their places of work. The entrepreneurs had adopted innovative franchising systems of distributing products or services through various outlets with their brand name. A small number (about 13%) of the entrepreneurs had chosen incentives in pricing as an innovative method to increase sales. Thus, as with any other business, innovation in products or distribution helped to create demand and enhanced marketability.

Entrepreneurial Training

Training plays an instrumental role in bettering the chances of entrepreneur to take up entrepreneurial activities. It gives layer poultry entrepreneurs confidence and power to choose a suitable venture, decide and recognize the potential areas more accurately for starting an enterprise. Training enhances the ability to study the market and identify viable and profitable ventures. It further enhances the development of practical management skills for running the enterprise more effectively (Vishwanathan, 1996). The data show that, the entrepreneurs felt that they were more confident in dealing with business problems and approaching banks/financial institutions for additional loans after the training. It enhanced their risk-taking capabilities and enabled them to do some systematic business planning, which in turn, helped them to anticipate problems and solve them. It also provided more knowledge about procuring raw materials, marketing and accounting. The data further reveals that some of the entrepreneurs had mentors, an added advantage for tackling their business problems under professional guidance (Table 10).

Level of Education	Level of Satisfaction					Total
	Totally Satisfied	Fairly Satisfied	Dissatisfied	Rather Satisfied	Extremely Dissatisfied	
EDP Training	30 (57.6%)	28 (50.0%)	-	-	-	58 (46.4%)
Non- EDP Training	22 (42.3%)	28 (50.0%)	5 (100%)	11 (100%)	1 (100%)	67 (53.6%)
Total	52 (41.6%)	56 (44.8%)	5 (4.0%)	11 (8.8%)	1 (0.8%)	125 (100%)

Source: Primary Data

Table 10 shows that skill development leads to satisfaction in business (Chi-square = 6.03; $p < .05$) as the entrepreneurs were able to switch over to alternative strategies, or generate new ideas and innovative solutions. The data shows that about 42 percent of the entrepreneurs, who received either EDP or any other training, were totally satisfied with their business. The data further reveals that, the trained entrepreneurs reported that, they were confident on utilizing their skills for growth of their business. The data further reveals that, training enhanced the motivation levels of the entrepreneurs. Shah (1987) revealed that training enhanced the skills and motivation levels of layer poultry entrepreneurs and their ability to solve entrepreneurial problems effectively and creatively.

CONCLUSION

Layer poultry entrepreneurship is one of the most practical alternatives for integrating in development and preparing individuals to tackle the survival needs of the family. For ensuring a rapid progress of layer poultry entrepreneurs, a holistic multi-pronged and multi-agency strategy is needed to sustain and motivate layer poultry entrepreneurs.

Analysis reveals that the decision to start a business cannot be solely explained by the entrepreneurial psychological factors, it is rather based on a combination of personal, environmental and social factors, together with triggering events. Further, education either up to Class XII or above or some vocational training played an important role in sustaining motivation. Family and business management techniques also contributed towards sustaining motivation among the layer poultry entrepreneurs.

The researcher would like to end this paper with a few proposals for more things that could be done in order to support and sustain entrepreneurialism and with the hope that better things are yet to come for layer poultry entrepreneurs in layer poultry field.

1. Enhancing the Accessibility to Credit and Other Support Services¹⁶

Credit is the major determinant of capital generation and accumulation and is one of the key factors in the growth and sustenance of layer poultry entrepreneurs. Further, layer poultry from Namakkal need credit for survival and economic mobility. Thus, opportunities have to be created both in the demand and supply sides for mainstreaming layer poultry into the investment mainstream.

2. Educating Individuals to Become Entrepreneurs¹⁷

It has been proved that entrepreneurship is not a special preserve for the educated, but in the case of layer poultry entrepreneurs already burdened with many social conditions, education has acted as a tool to break down barriers to emerge as successful entrepreneurs. It is a powerful tool in empowering them to think for themselves, become confident and also develop the capability of recognizing more accurately the area in which they have wanted to venture out. It may be possible to teach an individual how to become an entrepreneur, but the education system can play an important role in instilling beliefs, values and competencies that will support an entrepreneur. The system can help in building characteristics in terms of belief in self, supporting creativity, ability to manage and adapt to change and to be effective communicators. These skills are not only needed to be an entrepreneur but by any individual to survive in the present-day society.

3. Establishing Forward and Backward Linkages for Micro Entrepreneurs

Layer poultry industries generally suffer from low productivity and profitability, mainly because of lack of service facilities in the production and marketing areas. The entrepreneurs who own these Layer poultry enterprises were have no contacts or exposure to the business world. Further, the demands of services for their business is very small and hence require special types of support services. The support services required are mainly in the area of appropriate technology for their units, ensured supply of raw materials and for production at the lowest cost per unit and marketing support for selling their products for cash at the earliest.

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