PERFORMANCE ANALYSIS OF MICRO ENTERPRISES: A CASE STUDY ON PMEGP BENEFICIARIES IN AIZAWL

B.LALRAMENGMAWIA

DEPARTMENT OF MANAGEMENT
MIZORAM UNIVERSITY

PERFORMANCE ANALYSIS OF MICRO ENTERPRISES: A CASE STUDY ON PMEGP BENEFICIARIES IN AIZAWL

BY
B.Lalramengmawia
Department of Management

Submitted
in partial fulfillment of the required Degree of Master of Philosophy in Management of Mizoram University, Aizawl

MIZORAM UNIVERSITY

Department of Management
School of EMIS
Aizawl-796004, India
Mob: 8974740175
Email: lalromawia_kh@yahoo.co.in

Dr. K Lalromawia
Asst.Professor

CERTIFICATE FROM SUPERVISOR

This is to clarify that the Dissertation entitled, ***"Performance analysis of micro-enterprises: A case study on PMEGP beneficiaries in Aizawl"***, is a bonafied work assigned to B.Lalramengmawia, Reg No. MZU/M.Phil/461 of 02.05.2018, Department of Management for partial fulfillment of the requirement for the degree of Master of Philosophy under Mizoram University.

The report submitted by the candidate in his own study and carried out by him and result embodied in the dissertation have not been submitted for award of degree any other elsewhere. It is recommended that this dissertation be placed before the examiners for the award of the degree of Master of Philosophy.

Dated: 29/07/2019
Place: Aizawl

(Dr. K.Lalromawia)
Supervisor

Dr. K. Lalromawia
Asst. Professor
Department of Management
Mizoram University

DECLARATION
MIZORAM UNIVERSITY
JULY 2019

I, B.Lalramengmawia, hereby declare that the subject matter of this thesis is the record of work done by me, that the content of this thesis did not form basis of the award of any previous degree to me or to the best of my knowledge to anybody else, and that the thesis has not been submitted by me for any research degree in any other University/ Institute.

This is being submitted to the Mizoram University for the degree of Master of Philosophy in Management.

(B.LALRAMENGMAWIA)
Candidate

(Prof. L.S.SHARMA)
Head

अध्यक्ष
Head
प्रबंधन विभाग
Department of Management
मिज़ोरम विश्वविद्यालय
Mizoram University
आइज़ोल - ७९६००४
Aizawl - 796004

(Dr. K.LALROMAWIA)
Supervisor

Dr. K. Lalromawia
Asst. Professor
Department of Management
Mizoram University

Acknowledgement

I would like to express my deepest gratitude to my supervisor **Dr. K.Lalromawia, Assistant Professor, Department of Management, Mizoram University** for his invaluable suggestions, cooperation and encouragement at every stage of my work. His research acumen, consistent encouragement and personal involvement enabled me to accomplish this work on time.

I express my sincere thanks to Prof. L.S. Sharma Professor, Head of the Department of Management, Mizoram University and all the faculties of Department of Management including the non-teaching staff. I am also extending my gratefulness to Dr. Giridhari Rajkumar and Dr.Biswajit Ghose for being so considerate, helpful and congenial during the coursework time.

I deeply express my gratitude to my family for the constant support and encouragement. I am also thankful to my fellow scholars for their support and suggestions during my research work.

(B.LALRAMENGMAWIA)

Candidate

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

ABBREVIATIONS

ANOVA	Analysis of Variance
CEO	Chief Executive Officer
df	Degrees of Freedoms
DIC	District Industries Centre
EDP	Entrepreneurship Development Proramme
EO	Entrepreneurial Orientation
GDP	Gross Domestic Product
GPA	Grade Point Average
HR	Human Resources
HRM	Human Resources Management
IBM	International Business Machinces Corporation
IT	Information Technology
KVIB	Khadi and Village Industries Board
KVIC	Khadi and Village Industries Commission
MEs	Micro Enterprises
MKVIB	Mizoram Khadi and Village and Industry Board
MM	Margin Money
MOB	Men Owned Business
MSME	Micro Small and Medium Enterprises
MSMED	Micro Small and Medium Enterprises Development
NABARD	National Bank for Agriculture and Rural Development
NER	North-eastern Region

OBC	Other Backward Classes
PH	Physically Handicapped
PIP	Product Innovation Performance
PMEGP	Prime Minister Employment Generation Programme
PMRY	Prime Minister's Rozgar Yojana
RBI	Reserve Bank of India
RBV	Resource Based View
REGP	Rural Employment Generation Programme
ROA	Return on Assets
ROC	Return on Capital
ROS	Return on Sales
RRB	Rural Bank
SC	Schedule Caste
SME	Small Medium Enterprises
SPSS	Statistical Pakage for Socal Sciences
SSI	Small Scale Industry
ST	Schedule Tribe
TMT	Top Management Team
US	United States
WOB	Women Owned Business

CHAPTER-1

INTRODUCTION

1. **Introduction**

   1.1.MSME

   1.2.Concept of PMEGP

      1.2.1. Profile of Mizoram

2. **Factors affecting performance of entrepreneurs**

   2.1. Gender

   2.2.Age

   2.3.Education

   2.4.Work Experience

1. INTRODUCTION

During the last five decades the MSME has emerged as a vigorous and potent sector of the Indian economy. MSME (Micro, Small and Medium Enterprises) are the heart of Indian industry (Katyal and Xaviour 2015). These enterprises have a valuable contribution to a developing country like India. They encourage low skilled workers to start as an entrepreneur in rural areas and helps in employment generation. It would be a herculean task for the government to replace the role of the micro enterprise in the contribution towards the country's economy.

In developing countries, microenterprises (MEs) played a significant role in the economic transition (Chetri and Dhar 2001). In India the microenterprises contributes generation of subsistence opportunities to millions of people, increasing the export potential and enhancing the overall economic growth of the country (Das 2017). The microenterprises play a significant role in reducing poverty and help to tackle the unemployment issues promoting creation of jobs and higher levels of employment.

1.1. MSME:

According to Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two classes namely:

a) Manufacturing Enterprises, and

b) Service Enterprises.

Manufacturing enterprises are the enterprises engaging in manufacturing or production of goods concerning any industry indicated in the first schedule of the

industries (Development and Regulation) Act, 1951 or commissioning plant and machinery in the course of value addition to the finished product having a separate name or character or use. The manufacturing enterprises are defined in terms of investment in plant and machinery. Service Enterprises are those enterprises engaging in providing or rendering of services. The service enterprises are defined in terms of investment in equipment.

The ceiling for investment in plant and machinery/ equipment for manufacturing and service enterprises, as notified, vide S.O. 1642(E) dtd.29-09-2006 is as below:-

Table 1: Manufacturing sector MSME

MANUFACTURING SECTOR	
Enterprises	**Investment in plant and machinery**
Microenterprises	Enterprises that does not surpass 25 lakhs rupees.
Small Enterprises	Enterprises that invest more than 25 lakh rupees but does not surpass 5 crore rupees.
Medium Enterprises	Enterprises that invest more than 5 crore rupees but does not surpass 10 crore rupees.

Source: Ministry of small scale industries notification, vide S.O. 1642(E) dt.29-09-2006.

Table 2: Service sector MSME

SERVICE SECTOR	
Enterprises	**Investment in plant and machinery**
Microenterprises	Enterprises that does not surpass 10 lakh rupees
Small Enterprises	Enterprises that invest more than 10 lakh rupees but does not surpass 2 crore rupees.
Medium Enterprises	Enterprises that invest more than 2 crore rupees but does not surpass 5 crore rupees.

Source: Ministry of small scale industries notification, vide S.O. 1642(E) dt.29-09-2006.

According to MSME, Annual Report 2017-18, the micro sector with 630.52 lakh estimated enterprises accounts for more than 99% of total estimated number of MSMEs. Small sector with 3.31 lakh and medium sector with 0.05 lakh estimated MSMEs accounts for 0.52% and 0.01% of total estimated MSMEs, respectively. This clearly shows that the microenterprises have played a significant role in the Indian economy.

Table 3: Distribution of Enterprises category wise (Numbers in lakh)

Sector	Micro	Small	Medium	Total	Share (%)
Rural	324.09	0.78	0.01	324.88	51
Urban	306.43	2.53	0.04	309.00	49
All	630.52	3.31	0.04	633.88	100

Source: MSME Annual Report 2017-18

According to (Prabhavathi and Muruganandam 2015), microenterprises represent the earliest stage of business development. Typically in a micro enterprise, the manager of the firm is usually the owner-founder. The success of the business is intrinsically

linked with the management decisions, intentions about the business, background and aspirations of the entrepreneur.

In the present scenario, unemployment is a major problem faced by the country. The microenterprise contributes a lot of entrepreneurship and Industrial development and plays vital role to tackle the unemployment issue face by the country. Human resource development, self-employment and employment generation are closely connected with the development of a particular region. If the area is backward in industrial and infrastructural establishment then it is the basic reason behind economic backwardness of the area (Salunkhe 2016). Small scale sector plays an important role in the development of the economy and help in creating employment, development of entrepreneurial skills (Navulla and Sunitha 2016).

1.2. Concept of PMEGP:

To expand employment opportunities, Government of India has introduced self-employment scheme called Prime Minister's Rozgar Yojana (PMRY) on 2nd October 1993. On 1st April 1995, Rural Employment Generation Programme (REGP) was launched by the Prime Minister of India after crucially recommended by the high power committee. Later, a new credit linked subsidy programme called Prime Minister's Employment Generation Programme (PMEGP) was introduced by Government of India by amalgamating the two schemes, Prime Minister's Rozgar Yojana (PMRY) and Rural Employment Generation Programme (REGP) that were in operation till 31st March 2008 for generation of employment prospects through setting up of microenterprises in rural as well as urban areas (Vikaspedia, 2018).Khadi and Village Industries Commission (KVIC) is functioning as the nodal agency for implementing the scheme at the national level, the scheme is executed by

State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs), District Industries Centres (DICs) and banks at the state level.

The ceiling of the project/unit permitted in manufacturing sector is Rs.25 lakhs and in the business/service sector, it is Rs.10 lakhs. As per the guidelines of PMEGP, government provide subsidiary to general category at the rate of 15 percent of the project cost to urban beneficiaries and 25 per cent of the project cost to rural beneficiaries, in case of special category (included SC/ST/ OBC / Women / Minority / Physically handicapped / Hill and border areas/ NER/ Ex-serviceman etc.) at the rate of 25 per cent of the project cost to urban area beneficiaries and at the rate of 35 per cent of the project cost to rural area beneficiaries. The beneficiary's contribution is 10% of the project cost for General categories and only 5% of the project cost for special categories Special (including SC/ ST/ OBC/ Minorities/ Women, Physically handicapped, Ex-Servicemen, NER, Hill and Border areas etc.). Banks plays an important role in as an intermediary, or go-between, in the financial system (msme.gov.in 2017).

Table 4: Information of PMEGP

Categories of Beneficiaries under PMEGP	**Beneficiaries contribution of the project cost in percentage**	**Rate of Subsidy of Project Cost in percentage**		**Maximum cost of the project**
Area (Location of Project /Unit)		Urban	Rural	
General Category	10	15	25	
Special (including SC/ST/OBC/Minorities/Women, Ex-servicemen, PH, NER and Border areas etc.	5	25	35	
Manufacturing				25 lakhs
Services				10 lakhs

Source: https://my.msme.gov.in/MyMsme/Reg/COM_PMEGPForm.aspx

Table 5: PMEGP - All India Achievement

Progress of PMEGP during XI(2008-09 to 2011-12) & XII Plan (2012-13 to 2015-16)

Year	MM subsidy released (Rs.crore)	MM subsidy utilized# (Rs.crore)	No. of projects assisted	Estimated employment generated
XI Plan Total (2008-09 to 2011-12)	3131.65	3067.69	1,64,283	16,05,865
2012-13	1228.44	1080.66	57,884	4,28,246
2013-14	988.36	1076.45	50,493	3,78,907
2014-15	1073.17#	1122.54	48,168	3,57,502
2015-16	1013.53*	872.44*	38103*	278160*
XII Plan Total	4303.5	4152.09	194648	1442815
Grand Total [XI and XII Plan]	7435.15	7219.78	358931	3048680

Source: https://my.msme.gov.in/MyMsme/Reg/COM_PMEGPForm.aspx

including un-utilized balance funds of previous year.

Releases & all figures upto 30.03.2016

The table 5: PMEGP - All India Achievement shows that during the performances of Prime Minister Employment Generation Programme (PMEGP) for all over India, during the XI & XII Plan. During the XII plan (counting from the commencement of the scheme i.e., financial year 2008-2009 to 2011-2012) the margin money released was ₹3131.65 crores and the margin money utilized was ₹3067.69 crores. The number of projects assisted through the schemes during this period was a total of 1,64,283 projects and the number of employment created through the schemes form these projects were 16,05,865 numbers.

During the financial year 2012-13 the total of margin money released was ₹1228.44 crores and the margin money utilized was ₹1080.66 crores. The number of projects

assisted through the scheme was 57,884 and the number of employment generated was 4,28,246. During the financial year 2013-14, the total margin money released was ₹988.36 crores and the margin money utilized was ₹1076.45 crores. The number of projects assisted during this period was 50,493 projects and the employment generated was 3,78,907. During the financial year 2014-15, the total margin money, including the un-utilized balanced funds from the previous year was ₹1073.17 and the margin money utilized was ₹1122.54. The total number of projects assisted during the period was 48,168 and the number of employment generated was 3,57,502. During the financial year 2015-16, the total number of margin money released was ₹1013.53 crores and the number of margin money utilized was ₹874.44. The total number of projects assisted during the period was 38,103 and the number of employment generated during the period was 2,78,160.

During XII plan, the total number of margin money released was ₹4303.50 crores and the total margin money utilized was ₹4152.09 crores. The total number of projects assisted through the scheme during the period was 1,94,648 projects and the total number of employment generated during the said period was 14,42,815.

The total number of margin money released through PMEGP during the XI and XII plan was ₹7435.15 crores and the total number of margin money utilised during XI and XII plan was ₹7219.78 crores. The total number of projects assisted through the scheme was 3,58,931 projects and the total estimated number of employment generated was 30,48,680.

1.2.1. Profile of Mizoram:

In Mizoram, PMEGP scheme commenced from the financial year 2008-2009. This flagship programme gives targets to commercial banks which need to be achieved during one financial year. The application received were sorted out by the implementing board and selected viable projects were further forwarded to the bank branch opted by the applicant. The applications received by the bank were further scrutinized and pursuant to which, the selected project were given financial assistance by the bank.

The application of PMEGP scheme was carried out once a year in every financial year. However, from the financial year 2017-2018, application window has been opened every quarter of the financial year.In Mizoram, PMEGP can be applied through three nodal agencies namely DIC, KVIC and KVIB. The applicants can submit their application to their desired nodal agency. However, from the year 2016-17, KVIB can receive applications from Champhai, Mamit, Lunglei and Lawngtlai only. Every beneficiary has to go through training on Entrepreneurship Development Programme. The EDP training duration is 6 days for those whose project cost is less than 5 lakhs and 10 days for those, whose project is above 5 lakhs, after which a certificate is issued. The table below represent shows the target and achievement of PMEGP and the number of microenterprises that have been availing assistance through the scheme.

During the financial year 2008-09 to 2017-18a total margin money of Rs.6046.83 (KVIC Aizawl 2018) was disbursed under PMEGP scheme. According to the report

maintained by DIC, Aizawl there are 987 numbers of microenterprises that have availed assistance through the PMEGP scheme.

Table 6: TARGET AND ACHIEVEMENT OF PMEGP IN MIZORAM

Sl No	Financial Year	Target			Achievement		
		No of Units	Margin Money	Employment Generated	No of Units	Margin Money	Employment Generated
1	2008-2009	-	-	-	-	-	-
2	2009-2010	323	451.52	3230	156	266.07	1705
3	2010-2011	523	731.52	5230	380	578.76	3658
4	2011-2012	362	508	3620	435	723.57	4410
5	2012-2013	674	724.52	5392	517	545.84	3201
6	2013-2014	1017	1210.87	8136	777	886.4	5050
7	2014-2015	1017	1210.87	8136	817	807.97	6536
8	2015-2016	377	806.75	3016	1134	1026.35	9072
9	2016-2017	623	1245.66	4984	612	638.95	4896
10	2017-2018	473	945.66	3784	469	572.92	3752
	Grand Total	**5389**	**7835.37**	**45528**	**5297**	**6046.83**	**42280**

Source: KVIC Mizoram

2. Factors affecting the performance of entrepreneurs:

The term, ‘entrepreneur‘, has been taken from the French word ‘*entreprende’*, which means to undertake. Entrepreneurship is the capacity or the capability of developing, organizing and managing a business enterprise along with risks in order to make profit. On the course of it there can be several factors that affect the performance of entrepreneur. It can be because of the following:

2.1. Gender

Many researches in the scope of entrepreneurship and organizational performance have focused on male managers and business owners, as the portion of businesses possessed by males is greater than that of females in many countries (Davidsson 2004). This is possibly because of the fact that, an initial desire by females to run a business is much fewer than that of males and males are having better business ideas and financial decisions (Kourilsky & Walstad, 1998).

2.2. Age

England (1967) have proposed that the intention of the business might be associated more closely to the personal attributes of the entrepreneur rather than the characteristics of the business itself. Sharepo (1971) have observed that an entrepreneurial decision is most likely to be made between the ages of 25 and 40. He also found that individuals aged 25-44 were the most active in the field of entrepreneurship. Sinha (1996) reveal that entrepreneurs who are successful are relatively younger in age. In the research study of organizational goals and the expected behavior of American managers, England (1967) established that entrepreneur who are young in age rated organizational growth more highly than older entrepreneurs, and also imposed that younger entrepreneurs are much more likely to be entrepreneurial than older entrepreneurs.

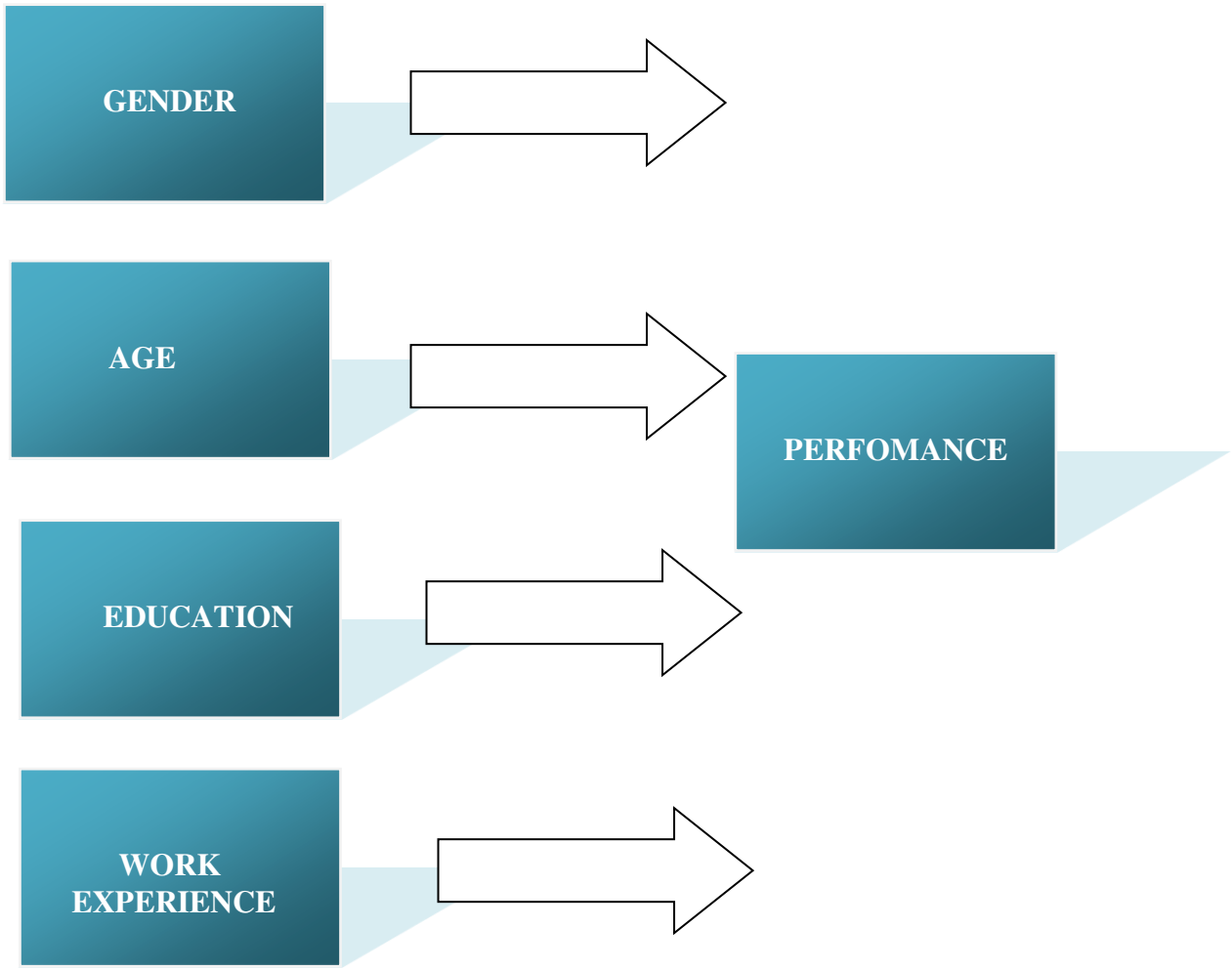
2.3. Education

A study conducted by Charney and Gary (2004) indicated that education build self-sufficient enterprising individuals. In addition, they found that education enhances the genesis of new ventures, self-employment, development of new products, and the self-employed graduates owning a high technology business. The study also indicated that employees' education augmented the growth rate in sales of emerging firms. Similarly, Sinha (1996) has analyzed the entrepreneur's educational background and found that 72% of the successful entrepreneurs had a minimum of technical qualification; meanwhile, most of the unsuccessful entrepreneurs (67%) do not have any technical background. From the study, she concluded that entrepreneurs with business and technical educational background are in a better stance to acknowledge and analyze hard reality and deal with it intuitively, which seems to play a critical role in entrepreneurial success. From the previous study, education background of the entrepreneur can be credited as an important factor that affects the business performance.

2.4. **Work experience:**

Kolvereid (1996) established that there is significant relationship with work experience of entrepreneur and performance of the business operations. He also found that the demographic characteristics such as; age, gender, and individual background, such as education and former work experience, has a relationship with entrepreneurial endeavor and intention.

Figure 1: Factors affecting performance of entrepreneurs.



3. References

3.1: Journal Papers:

Charney, A. H., & Gary, D. L. (2004). The Contribution or Entrepreneurship Education: An Analysis of the Berger Program. *Academy of Management Learning & Education, 3*(3), 340-343.

Das, P. (2017, March). Micro, Small and Medium Enterprises(MSME) in India: Opportunities, Issues & Challenges. *Great Lakes Herald, 11*(1), 77-88.

England, G. W. (1967). Organizational goals and expected behavior of American managers. *Academy of Management Journal, 10*(1), 107-117.

Katyal, A., & Xaviour, B. (2015, Februrary). A Study on MSMEs'-Role in Propelling Economic Development of India & a discussion on current HR issues in MSMEs' in India. *International Journal of Scientific and Research Publication, 5*(2), 1-11.

Kolvereid, L. (1996). Prediction of employment status choice intentions. *Entrepreneurship Theory and practice, 3*(1), 47-57.

Kourilsky, & Walstad. (1998). Entrepreneurship and female youth: Knowledge, attitudes,gender differences, and educational practices. *Journal of Business Venturing, 13*(1), 77-88.

Navulla, D., & Sunitha, G. (2016, February). A study on industrial sickness in India. *International Journal of Science Technology and Management, 5*(01), 83-96.

Salunkhe, G. J. (2016, May). Evaluating Prime Minister Employment Generation Programme(PMEGP) in rural area of Kolhapur District. *International Journal of Engineering Sciences and Management Research*, 85-92.

Sinha, T. N. (1996). Human factors in entrepreneurship effectiveness. *The Journal of Entrepreneurship, 5*(1), 23-39.

3.2 Books:

Davidsson, P. (2004). *Researching Entrepreneurship.* New York: Spinger US.

Sharepo, A. (1971). *An action program for entrepreneurship : the design of action experiments to elicit technical company formations in the Ozarks region.* Austin: Multi-Disciplinary Research, in.

3.3 Thesis:

Chetri, S., & Dhar, S. (2001). *shodhganga@inflibnet:Financing Micro enterprises in Bhutan Systems Problems and Prospects An Empirical study.* Retrieved April 2, 2018, from shodhganga.inflibnet: http://hdl.handle.net/10603/137002

Prabhavathi, K., & Muruganandam, V. (2015). *shodhganga@inflibnet: Growth of entrepreneurship through micro enterprises a study with reference to Madurai district Tamil Nadu.* Retrieved April 12, 2018, from shodhganga.inflibnet: http://hdl.handle.net/10603/136621

3.4 Websites:

msme.gov.in. (2017, 11). *PMEGP*. Retrieved 4 3, 2018, from msme.gov.in: https://msme.gov.in/11-prime-ministers-employment-generation-programme-pmegp

Vikaspedia. (2018, March 24). *PMEGP-Vikaspedia*. Retrieved April 3, 2018, from Vikaspedia: http://vikaspedia.in/agriculture/policies-and-schemes/rural-employment-related-1/pmegp

CHAPTER-II

LITERATUR REVIEW

Child (1974) in his paper, “Managerial and organizational factors associated with company performance part I”, examines the factors that influences the performance of a company. The researcher collected data from 82 companies, these companies consists of manufacturing, service and science based industries. To get the managerial attributes a set of questionnaire was distributed and a total number of 787 questionnaires were received. The performance of the companies was collected from each company’s records. Performance was measured in terms of assets, income after deduction of taxes and sales turnover. The outcome of the study shows that certain managerial and organizational characteristics were associated with company performance under a wide range of operating conditions.

Dholakia (1978) has studied the relative performance of public and private manufacturing enterprises in India. The researcher has taken productivity as an account for measuring the performance of the manufacturing enterprises under the study. The study data under study was during the period of financial year 1956-57 to 1973-74. The total employment generated in public sector enterprises under manufacturing sector during those times was 1.2 million. From the study it can be seen that the performance of the Indian public sector enterprises in manufacturing sector enterprises performs better than private sector enterprises during the period of study.

Carrol (1983) in their study, “A stochastic model of organizational mortality: Review and reanalysis, deduced that death rate of business enterprises decrease with the increasing age; enterprises are more probable to die in the early years of their business operation. The study also shows that the most usual finding of the crucial empirical studies of mortality is that, new and young organizations and

organizational forms suffer liabilities of newness involving both internal processes, such as coordinating and defining roles and developing trust and loyalty among employees along with external problems like acquiring resources and stabilizing supplier and customer relationships The association between an firm's age and its survival and success encapsulates the bifurcation of the two dimensions of performance. The researchers anticipated that organization's age was generally positively associated to its survival.

In their study of, "Psychological characteristics associated with performance in entrepreneurial firms and smaller business", Begley and Boyd (1987) have examined the prevalence of psychological attributes in established entrepreneurs. The attributes studied are need for achievement, locus of control, risk-taking propensity, tolerance of ambiguity and type A behavior. The study was conducted to find the level of association of psychological characteristics with performance of the entrepreneurs. It was conducted using survey questionnaires with a total 239 samples from Smaller Business Association of New England. The results of the study shows that relationship between psychological attributes and financial performance is less but suggestive.

Miller (1988) in his study, explore the association of Porter's business strategies to performance of firms under the different environment and structure which the firm operates. The researcher follows four guiding themes. The researcher used four dimension of structure such as delegation, formalization, specialization and integration. Performance was measured in terms of return on investment, growth in net income and comparison of profitability of firms during the last five years. The results of the study show that the strategy of cost leadership is associated with stable

and predictable environments the use of controls also correlated with it. High performing firms shows that the relationship is more significant than those of poor performing firms.

Chaganti, Chaganti and Mahajan (1989) have studied the performance in terms of profit making from different types of small business strategies under different types of competition such as, low-intensity price and promotion competition, price competition, promotion competition and high-intensity price and promotion competition. The researchers examine the performance of the firms under study by measuring the profits they make form their business under different types of competition mentioned above. The research results found that, the key determinant of profit making in low-Intensity price and promotion competition, price competition, and high-Intensity price and promotion competition is broad product scope. However, quality-image orientation was most profitable strategy under promotion competition.

In the research paper entitled, "Impact of entrepreneurial and management experience on early performance", Stuart and Abetti (1990) studied the impact of experience on performance of the entrepreneurs. Data was collected using personal interview from 52 technical ventures in New York. The researchers used a cross-sectional analysis. The questionnaire was developed mostly on the individual items based on previous researchers working in similar fields; it was mostly composed of 7 point likert-scale. The researchers also conducted a pilot study and the study confirmed that the questionnaire was useful.

Covin and Covin (1990) in their study examine the relationship between the degree of aggressiveness and firm's performance. In their study, the researchers gathered

143 samples from 143 manufacturing firms. The result of the study shows that the high performing firms tend to have a strong competitive orientation at the time of facing environmental hostility. Likewise, the low performing firms are more passive when they operate in hostile environments. The younger firms usually performed better when they were not highly aggressive in technologically sophisticated environments.

Kalleberg and Leicht (1991) examined the survival and success of small business based on the gender of the person who operates the business. The study was conducted in south central Indiana with a sample size of 411 companies who are engaged in computer sales and software, food and drink and health industries. According to the study, women entrepreneurs are having disadvantages to their counter parts, men, in educational experiences, family roles, social practices, business networks etc. However, the result of the study shows that business taken up by women are not more likely to go out of business nor less successful than that of business headed by men.

Cooper (1993) in his study entitled, "Challenges in predicting new firm performance", various factors that arise in attempting to predict new firm performance were covered. The study shows that the key factor is the massive reliance of new ventures upon environmental developments, many of which may be very arduous to predict. The study reports also shows that all firms are affected by the environment, but new ventures have an accumulation of risk on a few products or services, narrow markets, and a few key resources.

Arthur (1994) has studied the effects of human resource systems on manufacturing performance and turnover of business run by different entrepreneurs. He uses two

types of human resource systems, “control” and “commitment”. The results of the study show that commitment in not having a significant relationship with performance of the business. The study also shows that there was a significant relationship between control systems and performance of the business

Rosa, Hamilton, Carter and Burns (1994) have studied the impact of gender on small business management. The study revealed that descriptive and basic statistical comparisons between male and female small business owners are too schematic. The hypothesis that men are more likely to pursue growth, and be less likely to seek intrinsic rewards was not endorsed. Significant differences in the desire to grow existed, but were inconsistent and contradictory by sector. Overall, about a third of respondents did not want their firm to grow. In terms of entrepreneurship performance, male respondents were found to be much more likely to have owned previous businesses with employees.

Huselid (1995) has also studied the impact of human resource management practices on turnover, productivity and corporate financial performance. The dependent variables used were turnover, productivity, corporate financial performance. The control variables for the dependent variables include firm size, employment numbers and capital intensity, growth in sales etc. The results of the study unearth that the management were working in the interest to increase the profitability of the shareholders which indicates that there is a significant relationship between managerial practices and turnover of the business.

McGee, Dowling, and Megginson (1995) in their research paper entitled, “Cooperative strategy and new venture performance: The role of business strategy and management experience” examine the association between work experience and

performance for new business management personnel. The research was conducted in three industries: communication and equipment and electronic components, office and computing machines, and professional and scientific instruments. The reason why these industries were selected was because they share similarities in capital assets and internal resource requirements.

To measure the performance the researchers used annual rate of sales growth. Experience was measured in terms of functional experience held by members of the management team in three functional areas: marketing, R&D, and manufacturing. The results of the moderated regression analysis shows that cooperative arrangements are most beneficial to those new ventures whose management teams possess the most experience.

Zahra (1996) in his study entitled, "Technology strategy and financial performance: Examining the moderating role of the firm's competitive environment" have studied firms technological choices for its financial performance. Samples were collected form 176 manufacturing firms and analysis was done for testing the association between company's technological strategy and its financial performance. The study shows that pioneering is highest among firms whose environment is highly dynamic, moderately hostile and moderately heterogeneous. The study also investigates the outcome of company's technology on its accomplishments.

Chaganti and Parasuraman (1997) have studied the impact of gender on business performances and management patterns in small businesses. The researchers have studied the management patterns both in women-owned-business (WOBs) and men-owned-business (MOBs). On business performance the study shows that, women-

owned-business have significantly smaller annual sales as compared to those of men-owned-business. However, the study also shows that return on assets (ROA) and employment growth was similar between WOBs and MOBs. The researchers also found that women financial motivation was stronger than men. With respect to achievement of goals women were significantly higher than men, for both achievement goals and financial goals.

Van egeren and Connor (1998) in their paper entitled, "Drivers of market orientation and performance in service firms" have studied the factor that drives the performance of service sector firms. Data was collected using scheduled interviews. The study shows a strong positive relationship between top management team (TMT) cohesiveness and market orientation; a strong positive relationship between both low environmental munificence and high dynamism with market orientation, and most significantly, a strong positive relationship between market orientation and organizational performance.

Singh (2000) have studied the effect of human resource practices on firm performance. The HR function has been quite successful in carrying out its role in developing capacity, knowledge, attitude and skills of employees. Samples were drawn form 500 Indian organizations which represents major domestic industries in India consisting of automobiles and auto component, cement, iron and steel, hotels, chemicals, consumer non-durable, engineering, financial services, info-tech, pharmaceuticals, paper and power, etc. Questionnaire was used to collect the information. The overall response rate was 23.33 percent and the rate was found favorable when comparing with earlier studies. The results of the study show that

that there is a high level of relationship between human resources practices and firm performance.

According to Goedhuys and Sleuwaegen (2000) in their study entitled, "Entrepreneurship and growth of entrepreneurial firms in cote d'Ivoire" analyse individual's choice for self- employment and entrepreneurial success in Cote d'Ivorie. The study shows motivational factors for occupational decision are expected entrepreneurial profit, wages and managerial working skills. The study unearths crucial elements for encouraging entrepreneurship development in developing countries. The human capital and financial status play a deciding role in success of the enterprise. The mean growth rate is 0.035, but also hides a large dispersion and the standard deviation is 0.29 with growth rates ranging from -0.39 to +0.51. The study also shows that there is no relationship between firm size and growth; it implies that small firms grow faster than the larger ones.

Watson (2001) in his paper entitled, "Examining the impact on performance of demographic differences between male and female controlled SMEs" dissent that non-financial performance criterion such as owner satisfaction should be incorporated in any assessment of SME. Various indicators of business performance are found in the literature; profit, return on assets, business stability, industry leadership, return on equity, sales growth, return to stakeholders, high productivity, contribution to community development, creation of job opportunities, low cost of production, are some of them. The results revealed that, after controlling the demographic differences, female controlled businesses under-performed male controlled businesses; in terms of total income and profitability.

Singh, Reynolds and Muhammad (2001) have analyzed a gender-based performance of micro and small enterprises in Java, Indonesia according to the study business operated by female entrepreneurs concentrated more to traditional and less dynamic markets than business operated by men. The study also shows that female business are concentrated on low income informal sectors where growth is very limited.

The study also shows that family, place of work and social practices affects the entrepreneurial opportunities of women entrepreneurs. The study also shows that 90 percent of the enterprises are operating ther business as a sole proprietorship firm.

Hawawini, Subramanian and Verdin (2002) in their study re-address the questions of firms' performance driving factors considering the industry or firm factors. The study focuses on value-based measures of performance such as economic profit or residual income and market-to-book value rather than accounting ratios, return on assets etc. The results of the study corroborate the past findings that industry factors mattered little to the performance of the firm even if it is measured by operating values such as return on assets or market values.

In the research paper entitled, “Impact of HR practices on perceived firms’ performance in India”, Singh (2004) examine the relationship between the human resources management practices and firm level performance. The research was conducted on 82 Indian firms stipulating that there is a significant association between the two human resources practices, namely, training and compensation, and perceived organizational and market performance of the firm. Dummy variables for size, age, unionization were incorporated to tackle the external factors. The results of

the study declared that there is human resource practices is having a significant association with performance of the firms.

The impact of education in entrepreneurship selection and performance was studied by Vandersluis, Praag and Vigverberg (2005) with the objective to evaluate the magnitude education has an impact on entrepreneurship entry and performance in developing economies. A total of 80 studies were used to measure these effects. The result shows that in developing economies the choice of becoming an entrepreneur hike when there is low level of formal education and falls down when the level of formal education is higher and the study also shows that performance has a positive relationship with educational background.

Pheng and Chuan (2006) in their study," Environmental factors and work performance of project managers in the construction industry" analyze various working environment variables affecting the performance of project managers and whether the experience of project managers affect the perceptions of the importance of the working environment variables. Data was collected from 30 project managers from public and private companies and working environment variables were probed using surveys. To test the significance of the factors in influencing the project one sample t-test was used. The results shows that there were differences in opinions by both the contractor and consultant project managers on the significance of the working environment variables, which was found through ANOVA test. Another ANOVA test also highlights that project managers with experiential differences generally assess the significance of the working environment in the same manner, except for level of authority.

Chand and Katou (2007) have studied the factors that impact the performance of India hotel industry. The researchers have collected data from 439 hotels, consisting of three stars to five stars hotels using a questionnaire. The questionnaire was scheduled to measure twenty seven HRM practices, five organizational performance variables and ten demographic variables. Factor analysis was done to discern the HRM practices, to test the association of demographic variables with organizational performance one-way-ANOVA was used and correlation analysis was performed to check the association between HRM practices and organizational performance.

The results of the study evidenced that, there is a relationship between hotel category and type of hotel (chain or individual) and the hotel performance. It also shows that, hotel performance is positively associated with HRM systems of recruitment and selection, manpower planning, job design, training and development, quality circle, and pay systems.

Chirwa (2008) have studied the effects of gender on the performance of micro, small and medium enterprises in Malawi. The results show that the relationship between gender and business performance is complex. While there are no significant differences in profit margins, female-owned enterprises tend to grow more rapidly in terms of employment than male-owned enterprises. Regression results on gender based also shows that while there are common factors that affect the performance of both kinds of enterprise, there are also differential effects in which education is a critical factor for the success of female-owned enterprises.

The study also point out that male entrepreneurs are more equipped with human capital coparing to the female entrepreneurs. The study also shows that impact of

education on performance is more conspicious in female owned enterprises than that of those owned by males.

Bowen, Morara and Mureithi (2009) have studied the challenges faced by micro and small enterprises in Nairobi, Kenya. Various factors such as technical competencies, educational level of entrepreneur, entrepreneur training, knowledge obtained through work experince which can hampers the performance of entrepreneurs are studies. The study also shows that the performance of the micro and small enterprises are deply hampered by the competitions among themselves and large firms, lack of access to credit, cheap imports, insecurity and debt collection.

The results of the study also shows that 50 percent of the respondents in the study considered their business has become progressively worse and 49.1 percent claimed that their business is successful. The study also dedeuced that micro and small business are influenced by people with low level of education.

Awang, et al.(2009) have studied three states of northern peninsular Malaysia; Penang, Kedah and Perlis. The study was conducted among 210 enterprises aiming to verify the direct association between entrepreneurial orientation (EO) and performance. The researchers used factor analysis and used four factors of entrepreneurial orientation (EO) as independent variables such as autonomy, innovativeness, pro-activeness and risk taking dimensions. The researchers also used three dependent variables such as return on sales (ROS) return on assets (ROA) and return on capital (ROC). The researchers used Pearson correlation to examine the correlation coefficient among the variables. The study found that impact of human capital and information technology on pro-activeness-performance relationship was positive.

Masakure, Henson, and Cranfield (2009) have studied performance of micro-enterprises in Ghana. The paper identifies three sets of resources such as entrepreneurial resources, organizational resources and technological resources. During the study emphasis was laid on manufacturing enterprises as it represents a more distinct sector. The study unearthed that variability of firm's performance is due to several factors. These can include the sector which the firm operates and the firm specific capabilities such as management skills of entrepreneur, firm size, age, technology, gender etc. The performance of the firm is also influenced by the institutional environment. The study also shows that the sector in which the business also deeply influence the overall performance of the business.

Fairoz , Hirobumi, and Tanaka (2010) studied twenty five manufacturing small and medium scale enterprises (SMEs) from Hambantota district, Sri Lanka. The study adopted three dimensions of entrepreneurial orientation (EO)-innovativeness, pro-activeness and risk taking to understand the entrepreneurial orientation of SMEs. In their study, both financial and non-financial parameters were taken into account such as sales growth, employment growth, profit (pre-tax), market share growth and owner/manager's satisfaction. According to the study there was a significant relationship between pro-activeness, innovativeness and overall EO with market share growth.

Choudhury (2010) studied the impact of intellectual capital, human capital and social capital towards the performance of IT sector. According to the study, intellectual capital was considered as firm's overall or holistic capacity and capability which emerges from its creative and flexible orchestration and co-ordination of its human capital, innovativeness, competencies and capabilities, streamlined processes and

expertise. The results of the study indicated that there is a high strong relationship between human capital and social capital.

Bakar and Ahmad (2010) in their study," Assessing the relationship between firm resources and product innovation performance" have found that the main drivers of product innovation performance (PIP) was intangible resources. The paper adopted a Resource Based View (RBV) where both tangible and intangible assets were considered. The study categorized the firm's resources in to six strategic resources such as; physical, reputational, organizational, financial, and human intellectual and technological. The study revealed that reputation of the firm is an intangible factor that differentiate one firm form the others. Big firms tend to have better reputation when compared to new and young firms and has better opportunity in availing financial assistance.

Shipley and Jackson (2010) have studied the effects of emotional intelligence, age, work experience and academic performance. The study was carried out in 193 college among business students. The survey instrument consists of 30 questions made up of 7 point likert scale. The independent variables used were ethnicity, gender, age work experience and dependent variable were emotional intelligence and academic performance which was measured using GPA.

The results of the study confirmed that emotional intelligence was positively associated with work experience. However, the study also shows that there is no association between emotional intelligence and academic performance.

Fatoki (2011) in his research paper entitled, "The Impact of Human, Social and Financial Capital on the Performance of Small and Medium-Sized Enterprises (SMEs) in South Africa", investigates the impact of human, social and financial

capital on the performance of Small and Medium-Sized Enterprises (SMEs) in South Africa. The study shows that majority of the respondents are in the age group of 31-40 and majority of the respondents were male.

Chi square analysis was employed to measure the association between human capital, social capital and human capital with performance of the enterprises. The results show that there is a significant association between all the variables of human capital and performance of the SMEs. Social capital also shows that there is a significant association with performance of the SMEs. Financial capital also shows its significance association with performance of the SMEs from the study.

Pal and Soriya (2012) have studied the performance of Indian pharmaceutical and textile industry with a purpose of comparing their intellectual capital performance. The study also investigates the relationship between financial performance and market valuation. An empirical data was carried and a total of 105 samples were drawn from pharmaceutical companies and 102 samples were drawn from textile companies. The result shows that intellectual capital are positively associated but no significant relationship is observed between intellectual capital with productivity and market valuation in both industries, regardless of the increasing significance of intellectual capital, its reflection is not proportionally observed in the financial performance of the select sample of companies.

Chiliiya and Lombard (2012) have studied the impact of level of education and experience on profitability of small grocery shops. The study was conducted in South Africa with the primary objective to find out impact of experience of the entrepreneur towards the performance of the business. The secondary objective was

to examine the association between age of the entrepreneur, educational level and age of the business towards performance of the business.

The researchers used quantitative data and analyze using ANOVA through SPSS. The results of the study indicated that the previous work experiences, level of education age of entrepreneur and duration of the business has a significant impact on the profitability of the business.

Magoutas, Papadogonas and Sfakianakis (2012) have studied the association of human capital and growth of business. The study was based on empirical data from 287 manufacturing firms that were active during the year 2004 and 2006. A total of 574 samples were drawn and variables were taken on account of sales growth, age, firm size investment, profitability (R.O.I, net profits), human capital (educational back ground). The results of the study shows that, after controlling for the variables such as firm size, physical investment, efficiency, human capital has a positive and significant impact on the growth rates of firms.

The results of the correlation matrix showed that entrepreneurial experience and the previous management level of the entrepreneur is closely associated with the performance. However, the study also revealed that other experience variables such as technical experience does not have a strong correlation with performance.

Kumar (2013) in his study, "Perspective of Entrepreneurial concept in Prime Minister's Employment Generation Programme (PMEGP):A case study of Uttar Pradesh" shows that, most of the respondents from the study opted self-employment due to their own choice and is not influenced by government schemes or failure to get into a public sector. According to the study, PMEGP plays a vital role in

providing credit flow to self-employment aspirants, but the concerned department has poorly disseminate information regarding the scheme.

The study also shows that the major problem faced by the entrepreneurs at the beginning is identifying the viable business ventures. From the study it can also be seen that 43.14 percent has reported that PMEGP scheme selection committee approves only 50 percent of the proposed project cost.

Odhiambo (2013) investigate the factors that affect the performance of youth owned micro, small and medium enterprises (MSMEs) in Kenya. According to the study managerial skills is realized to be the most significant variable followed by networking and entrepreneurial training. The study was conducted using a simple random sampling method.

From the study 90 percent of the respondents reported that they require training to increase their business performance. From the study it can also be fund that human relations was considered the most critical managerial skills in influencing the business performance.

Vijayakumar and Naresh (2013) in their study, “Women entrepreneurship in India - Role of women in small and medium enterprises” covers various factors influencing entrepreneurship among women. They also studied the problems faced by women entrepreneurs. The study was based on secondary data collected from published reports of RBI, NABARD, Census survey, SSI reports etc. The study shows that factors influencing the women entrepreneurs are equal status in society, establishing own ideas, economic independence and risk taking ability. However form the study it can be seen that women entrepreneurs faced marketing problems when competing with the male counterparts. They also faced financial problems and management problems as well.

In the study of, “Influence of gender and educational background of Greek bank employees on their perceptions of organizational culture”, (Belias & Koustelious, 2013) reveals the impact of educational background on bank employees of organization. Data was collected form 240 employees from Greek Banking institutions. The results of the study show that there is a significant relationship between gender and performance of the bank employees. The results also declared that there is a significant relationship between educational background and performance of the employees.

Elsaid (2014) studied the effect of changes on firms’ performance and risk due to gender and educational background of CEOs. The study was conducted among 46 CEOs and data collected was analyzed using t-test and ordinary least squares regression analysis. The results of the study show that there is a significant relationship with gender of the CEOs and performance of the business performance. The educational functional and educational background of the CEO is negatively related with the firms’ performance. However, the functional and educational background of the CEO is having a positive relationship towards bankruptcy.

Daizova and Sharma (2014) have analyzed the performance of Mizoram Khadi and Village Industry Board (MKVIB) under PMEGP scheme. The study showed that MKVIB plays a vital role in the economic development of the poor rural and unemployed youth by giving financial assistance to 1137 enterprises during the period of study i.e. 2009 to 2014 gaining Rs 13597.69 lakh with the production of 9567.57.

The study also reviewed the pattern of financial assistance under PMEGP in Mizoram. The study also focuses on the sales turnover of Khadi Village Industry Board PMEGP in Mizoram.

Kamunge, Njeru and Tirimba (2014) in his article, "Factors affecting the performance of small and microenterprises", explore the various factors that affect the performance of the small and microenterprises in Limuru town market of Kiambu County, Kenya. The study examined the impact of managerial experience and effect of access to infrastructure on performance of small and microenterprises.

The study shows that government policies and regulations affect the business performance to a great extent. On infrastructure, it was also established that entrepreneurs around Limuru market required a good road network.

Ajithan (2014) in his study, "Perception of the Beneficiaries of PMEGP: A Micro Level Study" income earned problems faced by PMEGP beneficiaries didn't differ. The study was conducted in Coimbatore district with a sample size of 277 beneficiaries of PMEGP beneficiaries. The study have also found that family members, friends, relatives, neighbours were the motivating agents that make them apply for the scheme. In manufacturing sector from women beneficiary group family member's role was given the highest motivating force constituting 95.7 percent followed by friends, which is only 1.07 percent. Service sector has also has shown a similar trend where role of family member was the highest motivating factor which is 96.6 percent.

Khan and Quaddus (2015) in his article "Examining influence of business environment on socio-economic performance of informal microenterprises" examined the relationships between business environment and firm performance in

context of Informal microenterprises. The study finds that there is a positive result when testing the relationship between the business environment factors such as turbulent, hostile and munificent and socio-economic firm performance. The model also presents both formative and reflective items.

Gupta and Nanda (2015) in "A qualitative analysis of relationship between drivers of innovativeness and performance of MSMEs" found that the educational background of managers, business owners, entrepreneurs has been found to be an important factor of innovation contributing to the performance of the small business. The study also covers the impact of technological infrastructure on the performance of the enterprise. From the study it can be found that business environment can influence the firm's performance positively. In their study, business environment were made up of three factors with ten determining items, whereas socio-economic performance factor consists of nine reflective items on the basis of theoretical judgments.

Murthy (2016) in his study, "Performance Evaluation of MSMEs – An Empirical Study Abstract" reviews the performance if MSME by using indicators such as number of units, employment opportunities generated by MSMEs and gross output. The study is carried out in Chittor District of Andhra Pradesh. The findings of the study show that most of the firms which is 94.41 percent under the study operate under sole proprietorship and such business normally face financial and managerial problems. During the period of study the researcher found that Micro Small and Medium Enterprises increased employment opportunities from 921.79 lakh to 1114.29 lakh. The study also shows that entrepreneurs are unable to utilize the resources available as they are lacking of knowledge.

Bhuyan (2016) in his study entitled, "A Study on the Performance of micro, small and medium enterprises (MSMEs) in India" assess the performance of MSMEs in

India. He also assessed the role of MSME in entrepreneurship development. The study was conducted based on secondary data to get in-depth about the subject matter. The study also covers the contribution of micro, small and medium enterprises (MSME) towards India's GDP. The study also shows that the MSME sector is also extremely vulnerable to socio-economic changes.

Agarwalla and Sharma (2017) have examined the effectiveness of PMEGP implemented by DI&CC in capacity building of MEs in Kamrup District in Assam. Their study shows that PMEGP has been successful partially to generate employment through establishment of microenterprises. The study was conducted using primary and secondary data through structured questionnaires and personal interviews. The finding of the study shows that from 100 respondents, 21 percent of micro entrepreneurs are from urban areas and 79 percent are form rural areas. 70 percent of the respondents has expressed that they were observed at times by the banks and DI&CC. Meanwhile 30 percent have stated that they were not monitored about their performance or their viability to start a business.

Kaur and Kaur (2017) analyzed the performance of PMEGP during the period of 2012-216 regarding employment generation, events and contribution of banks implementation of PMEGP. The study shows decreasing trend of margin money, production, sales, earnings, and awareness camps, exhibition within the study period. The study also compared the contribution of public sector and RRBs and cooperative banks in implementation of the PMEGP. The study reveals the declining trends in terms of number of projects and number of employment generation during the study period. Likewise, production, margin money and sales earnings also reveals a declining trend from the report of the study. The number of persons trained under

Entrepreneurship Development Programme (EDP) has also shown a declining trend and also awareness camps, exhibitions, workshops relevant to the scheme were also organized lesser on the years where the declining trend on performance was observed.

(Ali & Shabir, 2017) have studied differences in business performance and barriers across male-owned versus female-owned enterprises in India. The study was based on a comprehensive enterprise survey covering a total of 9281 enterprises from different parts of the country conducted by World Bank's Enterprise Survey, 2014. The survey holds different enterprise characteristics such as type of rims, size of the firm, age of the firm, location and ownership of firm, performance indicators and business hurdles. Growth in sales, employment and labour productivity were used as business performance indicators. Chi-square and t-test have been used to analyze the data collected.

The results of the study show that there is a significant difference in enterprise characteristics of male- when comparing to female-owned firms in terms of location, size, type and age. The independent-samples t-test indicates a significant difference in business performance across male- and female-owned businesses in terms of annual sales growth, labour productivity growth and capacity utilization of the firms.

2. References:-

2.1 Journal Papers:

Agarwalla, A. K., & Sharma, J. (2017). Study on the impact of capacity building schemes on micro enterprises of assam with special reference to prime minister's employment generation programme. *International Journal of Management Studies, 5*(1), 26-34.

Ajithan, S. (2014). Perception of the Beneficiaries of PMEGP: A Micro Level Study. *J Socialomics, 3*(2), 1-5.

Ali, J., & Shabir, S. (2017). Does gender make a difference in business performance?: Evidence from a large enterprise survey data of India. *Gender in Management: An International Journal, 32*(3), 218-223.

Arthur, J. B. (1994). Effects of Human Resource Systems on Manufacturing Performance and Turnover. *Academy of Management Journal, 37*(3), 670-687.

Awang, A., Khalid, S. A., Yousof, A. A., Kassim, K. M., Ismail, M., Zain, R. S., et al. (2009, September). Entrepreneurial Orientation and Performance Relations of Malaysian Bumiputera SMEs: The Impact ofSome Perceived Environmental Factors. *International Journal of Busness and Management, 4*(9), 84-96.

Bakar, L. J., & Ahmad, H. (2010). Assessing the relationship between firm resources and product innovation performance. *Business Process Management Journal, 16*(3), 420-435.

Begley, T. M., & Boyd, D. P. (1987). Psychological characteristics associated with performence in entrepreneurial firms and smaller businesses. *Journal of Business Venturing, 2*(1), 79-93.

Belias, D., & Koustelious, A. (2013). The influence of gender and educational background of greek bank employees on their perceptions of organizational culture. *International Journal of Human Resource Management and Research, 3*(5), 1-9.

Bhuyan, U. (2016). Study on the Performance of Micro, Small and Medium Enterprises (Msmes) in India. *Global Journal of Management and Business Research:Administration and Management, 16*(9), 1-5.

Bowen, M., Morara, M., & Mureithi, S. (2009). Management of business challenges among small and micro enterprises in Nairobi-Kenya. *KCA Journal of Business Mnagement, 2*(1), 16-31.

Carrol, G. R. (1983). A stochastic model of organizational mortality: Review and reanalysis. *Social Science Research, 12*(4), 303-329.

Chaganti, R., & Parasuraman, S. (1997). A Study of the Impacts of Gender on Business Performance and Management Patterns in Small Businesses. *Entrepreneurship Theory and Practice, 22*(2), 73-76.

Chaganti, R., Chaganti, R., & Mahajan, V. (1989). Profitable Small Business Strategies Under Different Types of Competition. *Entrepreneurship Theory and Practice, 13*(3), 21-36.

Chand, M., & Katou, A. A. (2007). The impact of HRM practices on organisational performance in the Indian hotel industry. *Employee Relations, 29*(6), 576-594.

Child, J. (1974). Managerial and organizational factors associated with company performance part 1. *Journal of Management Studies, 11*(3), 175-189.

Chiliiya, N., & Lombard, R. M. (2012). Impact of Level of Education and Experience on Profitability of Small Grocery Shops in South Africa. *International Journal of Business Management and Economic Research, 3*(1), 462-470.

Choudhury, J. (2010). Performance Impact of Intellectual Capital: A Study of Indian it Sector. *International Journal of Business and Management, 5*(9), 72-80.

Cooper, A. C. (1993). Challenges in predicting new firm performance. *Journal of Business Venturing, 8*(3), 241-253.

Covin, J. G., & Covin, T. J. (1990, July). Competitive Aggressiveness,Environmental Context,and Small Firm Performance. *Entrepreneurship theory and practice, 14*(4), 35-50.

Daizova, J., & Sharma, L. (2014, November). An Analysis of the Performance of Mizoram Khadi and Village Industry Board underPMEGP Scheme. *European Academic Research, 2*(8), 10408-10417.

Dholakia, B. H. (1978). Relative Performance of Public and Private Manufacturing Enterprises in India: Total. *Economic and Political Weekly, 13*(8), 4-11.

Elsaid, E. (2014). Examining The Effect Of Change In CEO Gender, Functional And Educational Background On Firm Performance And Risk. *The journal of applied business research, 30*(6), 1605-1614.

Fairoz , F. M., Hirobumi, T., & Tanaka, Y. (2010). Entrepreneurial Orientation and Business Performance of Small and Medium Scale Enterprises of Hambantota District Sri Lanka. *Asian Social Science, 6*(3), 34-46.

Fatoki, O. O. (2011). The Impact of Human, Social and Financial Capital on the Performance of Small and Medium-Sized Enterprises (SMEs) in South Africa. *Journal of Social Sciences, 29*(3), 193-204.

Goedhuys, M., & Sleuwaegen, L. (2000). Entrepreneurship and growth of entrepreneurial firms in cote d'Ivoire. *Journal of Development Studies, 36*(3), 123-145.

Gupta, H., & Nanda, T. (2015). A quantitative analysis of the relationship between drivers of innovativeness and performance of MSMEs. *International Journal of Technology, Policy and Management, 2*(2015), 128-157.

Hawawini, G., Subramanian, V., & Verdin, P. (2002). Is performance driven by industry-or firm-specific factors? A new look at the evidence. *Strategic Management Journal, 24*(1), 1-16.

Huselid, M. A. (1995). The Impact Of Human Resource Management Practices On Turnover, Productivity, And Corporate Financial Performance. *Academy of Management Journal, 38*(3), 635-672.

Kalleberg, A. L., & Leicht, K. T. (1991). Gender and Organizational Performance: Determinants of Small Business Survival and Success. *Academy of Management Journal, 34*(1), 136-161.

Kamunge, S. M., Njeru, D. A., & Tirimba, O. I. (2014, December). Factors Affecting the performance of Small and Micro Enterprises in Limuru Town Market of Kiambu County, Kenya. *International Journal of Scientific and Research Publications, 4*(12), 1-20.

Kaur, A., & Kaur, S. (2017). Analysing Performance of Prime Minister Employment Generation Programme. *international journal of emerging issues in management and technology, 2*(4), 1-6.

Khan, E. A., & Quaddus, M. (2015). Examining influence of business environment on socio-economic performance of informal micro-enterprises. *International Journal of Sociology and Social Policy, 34*(4), 273-288.

Kumar, S. (2013). Perspective of Entrepreneurial Concept in Prime Ministers' Employment Generation Programme(PMEGP): A Case Study of Uttar Pradesh. *International Journal of Management MIT College of Management*(1), 64-70.

Magoutas, A. L., Papadogonas, T. A., & Sfakianakis, G. (2012). Market Structure, Education and growth. *International Journal of Business and Social Science, 3*(12), 88-95.

Masakure, O., Henson, S., & Cranfield, J. (2009). Performance of microenterprises in Ghana: a resource-based view. *Journal of Small Business and Enterprise Development,, 16*(3), 466-484.

McGee, J. E., Dowling, M. J., & Megginson, W. L. (1995). Cooperative strategy and new venture performance: The role of business strategy and management experience. *Strategic Management Journal, 16*(7), 565-580.

Miller, D. (1988). Relating Porter's Business Strategies to Environment and Structure: Analysis and Performance Implications. *Academy of Management Journal, 31*(2), 280-308.

Murthy, D. (2016, February). Performance Evaluation of MSMEs – An Empirical Study Abstract. *International Journal of Research and Development - A Management Review (IJRDMR), 5*(1), 77-82.

Odhiambo, A. A. (2013, May). Factors influencing performance of youth owned micro, small and medium enterprises(MSME) in Kenya. *International Journal of Arts and Entrepreneurship, 1*(3), 263-272.

Pal, K., & Soriya, S. (2012). IC performance of Indian pharmaceutical and textile industry. *Journal of Intellectual Capital, 13*(1), 120-137.

Pheng, L. S., & Chuan, Q. T. (2006). Environmental factors and work performance of project managers in the construction industry. *International Journal of Project Management, 24*(1), 24-37.

Rosa, P., Hamilton, D., Carter, S., & Burns, H. (1994). The Impact of Gender on Small Business Management: Preliminary findings of a British study. *International Small Business Journal, 12*(3), 25-32.

Shipley, N. L., & Jackson, M. J. (2010). The effects of emotional intelligence, age, work experience, and academic performance. *Research in Higher Education Journal, 9*(1), 1-18.

Singh, K. (2000). Effect of Human Resources Management (HRM) Practices on Firm Performance in India. *Indian Journal of Industrial Relations, 36*(1), 1-23.

Singh, K. (2004). Impact of HR practices on perceived firm performance in India. *Asia Pacific Journal of Human Resources, 42*(3), 301-317.

Singh, S. P., Reynolds, R. G., & Muhammad, S. (2001). A Gender-Based Performance Analysis of Micro and Small Enterprises in Java, Indonesia. *Journal of Small Business Management, 39*(2), 174-182.

Stuart, R., & Abetti, P. (1990). Impact of entrepreneurial and management experience on early performance. *Journal of Business Venturing, 5*(3), 151-162.

Van egeren, M., & Connor, S. O. (1998). Drivers of market orientation and performance in service firms. *Journal of Services Marketing, 12*(1), 39-58.

Vandersluis, J., Praag, M. V., & Vigverberg, W. (2005). Entrepreneurship Selection and Performance: A Meta-Analysis of the Impact of Education in Developing Economies. *The World Bank Economic Review, 19*(2), 225-261.

Vijayakumar, T., & Naresh, B. (2013). Women entrepreneurship in india- Role of women in small and medium enterprises. *TRANS Asian Journal of Marketing & Management Research, 2*(7), 13-25.

Watson, J. (2001). Examining the impact on performance of demographic differences between male and female controlled SMEs. *Small Enterprise Research, 9*(2), 55-70.

Zahra, S. A. (1996). Technology strategy and financial performance: Examining the moderating role of the firm's competitive environment. *Journal of Business Venturing, 11*(3), 189-219.

2.2 Websites:

Chirwa, E. W. (2008, September). *Effects of gender on the performance of micro and small enterprises in Malawi.* Retrieved April 12, 2018, from Development Southern Africa: https://www.tandfonline.com/doi/abs/10.1080/03768350802212139

CHAPTER – 3 METHODOLOGY

1. **Significance of the study**
2. **Research Gap**
3. **Research Design**
   - **3.1. Statement of the problem.**
   - **3.2. Objectives of the study.**
   - **3.3. Hypotheses.**
   - **3.4. Methodology.**
   - **3.5. Data Collection.**
     - **3.5.1. Pretesting of questionnaire.**
     - **3.5.2. Sampling.**
     - **3.5.3. Tools of Analysis**
     - **3.5.4. Period of the study.**

2. SIGNIFICANCE AND SCOPE OF THE STUDY

Mizoram is an under developed state. One of the reasons for its underdevelopment is because of low growth rate of industrialization (Laskar 2009). The microenterprises play a significant role in industrial development which results in the increase of income, employment generation and accelerating the growth of the backward areas. To experience a continual overall growth the performance of such enterprise needs to be analyzed over a period of time to detect any loop holes, which may hinder the utmost performance of the enterprise.

The purpose of the study is analyzing the performance of micro enterprises and identifying factors that triggers the performance as well as that cause hindrance to the entrepreneurs in triggering the performance of micro units under PMEGP scheme in Aizawl. The outcome of the study will pave way for identifying loop holes and take corrective actions by the Nodal agencies of the PMEGP scheme to ensure the better performance of the micro units under the scheme. The study will also contribute a literature to the academic world which may further show scope for future research.

The study analyzed the performance of microenterprises under PMEGP scheme in Aizawl. The study focused on the impact of various factors such as educational background of entrepreneur, gender, age, marital status, work experience, etc., with regards to performance of an enterprise. The study covers both Manufacturing and Service sector under PMEGP scheme.

3. RESEARCH GAP

The literature review shows that various research works related to performance of microenterprises have been carried out. However, extensive research related to performance in manufacturing and service microenterprises under PMEGP scheme has not been carried out in Mizoram. The problems faced by entrepreneurs under PMEGP have not been studied for both manufacturing and service enterprises. The available literature clearly manifested that majority of the performance studies focus on the SSI and not specifically the microenterprises. Though, there are few studies that are on microenterprises, but emphasis is given only on the performance of gender of the entrepreneur and the study is regardless to PMEGP.

The study according to (Chirwa 2008) shows that, "education is a critical factor for the success of female-owned enterprises". However his study was not confined to microenterprises under PMEGP scheme. The literature above highlights that (Daizova & Sharma, 2014) had a study related to PMEGP in Mizoram but the study focus on the performance of Mizoram Khadi and Village Industry Board (MKVIB) under PMEGP scheme and not on the performance of the microenterprises.

From reviewing the literature, it is clear that studies related to performance of microenterprises and government policies are not found. This study tries to fill the gap and study the impact of various factors on the performance of the microenterprises.

4. RESEARCH DESIGN

4.1. Statement of the problem:

The role played by micro enterprises in MSME is no doubt a herculean figure with respect to its name. The microenterprises accounts for more than 99% of total estimated number of MSMEs (msme Annual Report 2017-18). The central government has also initiated a flagship programme PMEGP within the micro enterprise for employment generation and entrepreneurship development programme.

With respect to Mizoram, despite the few numbers of beneficiaries there are 28 numbers of verified units that are not working who got assistance in the year 2009-10 and 83 numbers of verified units that are not working who got assistance in the year 2010-11. The total number of verified units is 156 numbers and 380 for the year 2009-10 and 2010-11 respectively as per the KVIC records. The verification was done by Agricultural Finance Corporation, Consultancy Services-AFC India. The performance of the micro enterprises under the scheme needs to be analyzed to address the issues faced at the entrepreneur level and the industry itself. If the study is not carried out the issue may remain un-noticed and undisclosed. If the hindrances that halt the enterprise to operate efficiently are detected at an early state, remedial actions can be taken to avoid incurring losses to the enterprise.

4.2. Objectives of the study:

The objectives of the study are as follows:-

1. To study the performance of micro enterprises under PMEGP scheme based on the turnover of the enterprise.
2. To examine the performance of microenterprises under PMEGP scheme based on the employment generation.
3. To evaluate the problems faced by entrepreneurs who availed the scheme.

4.3. Hypotheses:

1. Performance of an enterprise has a significant relationship with educational background of the entrepreneur.
2. Performance of an enterprise has a significant relationship with gender of the entrepreneur.
3. There is a significant relationship with performance of an enterprise and work experience of an entrepreneur.
4. There is a significance difference between sector of the enterprise and performance of the enterprise.

4.4. Methodology:

The study shall be an empirical study based on exploratory method as the main purpose is framing a problem for more accurate exploration or of developing a working hypothesis from an operational point of view (Kothari and Garg 2014).The study was using two sources of data i.e. primary and secondary data. The study analyzed the impact of educational back ground, age, gender, marital status and work experience towards performance of the micro enterprises established under PMEGP scheme.

4.5. Data collection:

Data was collected using both primary and secondary data. Primary data was collected by conducting using interview and structured questionnaire.

The main aim of using survey is to analyze the performance of microenterprises that are established under PMEGP scheme. The secondary data has been taken from books published work in print journals and e-journals, unpublished research papers, government statistical reports, annual reports of concerned government departments and websites.

4.5.1. Pretesting of questionnaire

To increase reliability of the research instrument, the questionnaire prepared was pretested in the development stage of the research. Further, a pilot study was conducted with a sample size of 40 entrepreneurs who availed the PMEGP scheme using a structured questionnaire. The pilot study verifies the clarity of understanding the questions in the questionnaire and identifies the questions that might be resisted by the respondents. Based on the pilot study, minor changes

has been made to the question to improve clarity to questions were made in the questionnaire.

4.5.2. Sampling:

Samples have been drawn from a total population of 655 PMEGP beneficiaries listed under District Industries Centre (DIC) Aizawl, whose existence is more than three years using stratified random sampling.

The population is divided into two strata viz., manufacturing enterprises and service enterprises. 75 samples each from manufacturing and service enterprises totaling 150 samples will be drawn from the total population using random sampling for this study. The manufacturing and service enterprises will be categorized as per the guidelines under PMEGP.

4.5.3. Tools of Analysis:

Various statistical tools have been used to analyzed the data and data and interpretation has been shown in the analysis and interpretation chapter. Data has been entered in SPSS. Standard deviation, frequency count, percentage, regression analysis and chi-square were employed. To test the hypotheses one way ANOVA and percentage method were used.

4.5.4. Period of the study:

The survey was conducted during the period of financial 2008-2009 to 2017-2018. However the reference period was ranging from 1974 to 2017.

4. References

Journal Papers:

Daizova, J., & Sharma, L. (2014, November). An Analysis of the Performance of Mizoram Khadi and Village Industry Board underPMEGP Scheme. *European Academic Research, 2*(8), 10408-10417.

Thesis:

Laskar, B. I. (2009). *Shodhganga@INFLIBNET:Small scale and cottage industries in mizoram problems and.* Retrieved April 12, 2018, from Shodhganga@INFLIBNET: http://hdl.handle.net/10603/120138

Books:

Kothari, C., & Garg, G. (2014). *Techniques, Reseearch Methodology:Methods and* (3rd ed.).

msme. (2018). *Annual Report 2017-18 (MSME).* Government of India.

Websites:

Chirwa, E. W. (2008, September). *Effects of gender on the performance of micro and small enterprises in Malawi.* Retrieved April 12, 2018, from Development Southern Africa: https://www.tandfonline.com/doi/abs/10.1080/03768350802212139

CHAPTER – 5

ANALYSIS AND INTERPRETATION

1. **Introduction**
2. **Independent and dependent variables**
3. **Data analysis**
   - **3.1. Frequency**
   - **3.2. Reliability Test**
   - **3.3. Hypotheses testing**
   - **3.4. Problems faced by entrepreneurs**
   - **3.5. Factors Influencing type of enterprise**

1. INTRODUCTION

This chapter brings out the detailed results of this research and the description about the analyses used and the methods employed. The total samples of the study were 150 samples, 75 samples from manufacturing sector and 75 samples from service sector. To analyze the data collected various statistical tools were employed. Data collected were coded, entered and processed using IBM SPSS statistics 22.

Frequency count was used to count the number of respondents, type of enterprise, gender, age of entrepreneur, marital status, educational background and training. One way ANOVA was employed to test the hypotheses, regression analysis was used to check the problems faced by the entrepreneurs and chi-square was employed to check the influential factor in choosing the type of enterprises.

2. INDEPENDENT AND DEPENDENT VARIABLES

To check the first objective of the research, the dependent variable used was *Performance in terms of growth in turn over*. The questionnaire was designed in a way that the respondents can select the growth in turnover during the last three years. The sub-dependent variables were *over 25 percent, 10-25 percent, less than 10 percent, no growth* and *become smaller.* The independent variable for the first objective was *educational background, gender, age of the entrepreneur, marital status* and *work experience.* To check the second objective, dependent variable used was *growth in employment* and the independent variables used to predict the dependent variables was also *educational background, gender, age of the entrepreneur, marital status* and *work experience.*

3. DATA ANALYSIS

3.1. FREQUENCY

Table 7: Type of the Enterprise

	Frequency	Percent	Valid Percent	Cumulative Percent
Manufacturing	75	50	50	50
Service	75	50	50	100
Total	150	100	100	

Source: field survey

Table 8: Gender of entrepreneur

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	92	61.3	61.3	61.3
Female	58	38.7	38.7	100
Total	150	100	100	

Source: field survey

The frequency table above shows the gender of entrepreneur under the study. From the table it can be seen that 92 are male entrepreneurs constituting 61.3 percent of the total samples and there are 58 female entrepreneurs which is 38.7 percent from the total samples.

Table 9: Age of the Entrepreneur

	Frequency	Percent	Valid Percent	Cumulative Percent
21-30	32	21.3	21.3	21.3
31-40	77	51.3	51.3	72.7
41-50	39	26.0	26.0	98.7
51 and above	2	1.3	1.3	100.0
Total	150	100.0	100.0	

Source: field survey

The table for age of enterprise shows that there are 32 number of entrepreneurs under the age group of 21-30 which is 21.3 percent, in the age group of 31-40 years there are 77 entrepreneurs which constitutes 51.3 percent, in the age group of 41-50 years there are 39 entrepreneurs which constitutes 26 percent of the study and in the age

group of 51 and above there are only 2 entrepreneurs which is 1.3 percent from the total samples.

Table 10: Marital Status of the Entrepreneur

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	36	24.0	24.0	24.0
Married	109	72.7	72.7	96.7
Widowed	3	2.0	2.0	98.7
Divorced	2	1.3	1.3	100.0
Total	150	100.0	100.0	

Source: field survey

The table above shows marital status of the entrepreneurs of the study shows that 36 entrepreneurs are single which 24 percent is, 109 entrepreneurs are married which is 72.7 percent, 3 entrepreneurs are widowed which is 2 percent and 2 entrepreneurs are divorced which is 1.3 percent.

Table 11: Educational Background

	Frequency	Percent	Valid Percent	Cumulative Percent
Matriculation and Below	51	34.0	34.0	34.0
Up to Higher Secondary	47	31.3	31.3	65.3
Graduate	39	26.0	26.0	91.3
Post Graduate	13	8.7	8.7	100.0
Total	150	100.0	100.0	

Source: field survey

The table above shows that in educational background, there are 51 entrepreneurs which is 34 percent, up to higher secondary there are 47 entrepreneurs which is 31.3 percent, up to graduate there are 39 entrepreneurs which is 26 percent and there are 13 entrepreneurs, which is 8.7 percent who have post graduate degree.

Table 12: Work Experience of Entrepreneur

	Frequency	Percent	Valid Percent	Cumulative Percent
YES in the same and similar field	85	56.7	56.7	56.7
Yes but in different field	21	14.0	14.0	70.7
No work experience	44	29.3	29.3	100.0
Total	150	100.0	100.0	

Source: field survey

From the table above it can be seen that 85 entrepreneurs are having work experience in the same and similar field and 21 entrepreneurs are having work experience in similar field and 44 entrepreneurs are not having any work experience.

Table 13: Whether undergoing Training

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	44	29.3	29.3	29.3
NO	106	70.7	70.7	100.0
Total	150	100.0	100.0	

Source: field survey

The table above shows that 44 entrepreneurs which is 29.3 percent, undergo training and 106 entrepreneurs which is 70.3 percent does not undergo training.

3.2 RELIABILITY TEST

Table 14: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.809	46

Source: field survey

To check inter-item reliability for all 46 items of study variables Cronbach's alpha has been used. Table 14 shows the reliability test, and the SPSS result indicated that the overall reliability of 46 items as shown by Cronbach's alpha

value, was 0.817. This value is reliable, as the minimum 0.7 Alpha value is considered as reliable.

3.3. TESTING OF HYPOTHESES

ONEWAY ANOVA TEST FOR PERFORMANCE IN TERMS OF GROWTH IN TURNOVER/ GROWTH IN EMPLOYMENT AND EDUCATIONAL BACKGROUND OF THE ENTREPRENEUR

Table 15: Descriptives of one-way-anova test for performance in terms of growth in turnover/ growth in employment and educational background of the entrepreneur

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Performance in terms of Growth in Turnover	Matriculation and Below	51	2.04	.894	.125	1.79	2.29	1	4
	Up to Higher Secondary	47	2.06	.965	.141	1.78	2.35	1	5
	Graduate	39	1.95	.972	.156	1.63	2.26	1	4
	Post Graduate	13	1.92	1.038	.288	1.30	2.55	1	4
	Total	150	2.01	.941	.077	1.86	2.17	1	5
Growth in employment	Matriculation and Below	51	2.43	1.526	.214	2.00	2.86	1	5
	Up to Higher Secondary	47	2.28	1.246	.182	1.91	2.64	1	5
	Graduate	39	2.36	1.630	.261	1.83	2.89	1	5
	Post Graduate	13	2.38	1.261	.350	1.62	3.15	1	5
	Total	150	2.36	1.439	.117	2.13	2.59	1	5

Source: field survey

A one-way analysis of variance was conducted to examine relationship between *educational background* and *performance in terms of growth in turn over* (N=150). The independent variable, educational background, included four groups:

Matriculation and below (M=2.04, SD=.894, *n* =51), up to Higher Secondary (M=2.06, SD=.965, *n*=47), Graduate (M=1.95, SD=.972, *n*=39), Post Graduate (M=1.92, SD=1.038, *n*=13).

Analysis of variance was also conducted to examine relationship between *educational background* and *growth in employment* (N=150). The independent variable, educational background, included four groups: Matriculation and below (M=2.43, SD=1.526, *n* =51), up to Higher Secondary (M=2.28, SD=1.246, *n*=47), Graduate (M=2.36, SD=1.630, *n*=39), Post Graduate (M=2.38, SD=1.26, *n*=13).

Table 16: ANOVA table for performance in terms of growth in turnover/ growth in employment and educational background of the entrepreneur

		Sum of Squares	df	Mean Square	F	Sig.
Performance in terms of growth in Turnover	Between Groups	.423	3	.141	.156	.925
	Within Groups	131.551	146	.901		
	Total	131.973	149			
Growth in employment	Between Groups	.595	3	.198	.094	.963
	Within Groups	307.965	146	2.109		
	Total	308.560	149			

Source: field survey

The ANOVA table above shows that *p=.925* for *performance in terms of growth in turnover.* Since the *p* value is more than .05 we can conclude that there is no relationship between *educational background* and *performance in terms of growth in turn over*.

The ANOVA table above shows that *p=.963* for *growth in employment.* Since the *p* value is more than .05 we can conclude that there is no relationship between *educational background* and *growth in employment*.

Table 17: Post Hoc Tests- Multiple Comparisons for performance in terms of growth in turnover/ growth in employment and educational background of the entrepreneur

Scheffe							
						95% Confidence Interval	
Dependent Variable	(I) Educational Background	(J) Educational Background	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Performance in terms of growth in Turnover	Matriculation and Below	Up to Higher Secondary	-.025	.192	.999	-.57	.52
		Graduate	.090	.202	.977	-.48	.66
		Post Graduate	.116	.295	.984	-.72	.95
	Up to Higher Secondary	Matriculation and Below	.025	.192	.999	-.52	.57
		Graduate	.115	.206	.957	-.47	.70
		Post Graduate	.141	.297	.974	-.70	.98
	Graduate	Matriculation and Below	-.090	.202	.977	-.66	.48
		Up to Higher Secondary	-.115	.206	.957	-.70	.47
		Post Graduate	.026	.304	1.000	-.83	.89
	Post Graduate	Matriculation and Below	-.116	.295	.984	-.95	.72
		Up to Higher Secondary	-.141	.297	.974	-.98	.70
		Graduate	-.026	.304	1.000	-.89	.83
Growth in employment	Matriculation and Below	Up to Higher Secondary	.155	.294	.964	-.68	.99
		Graduate	.072	.309	.997	-.80	.95
		Post Graduate	.047	.451	1.000	-1.23	1.32
	Up to Higher Secondary	Matriculation and Below	-.155	.294	.964	-.99	.68
		Graduate	-.082	.315	.995	-.97	.81
		Post Graduate	-.108	.455	.996	-1.40	1.18
	Graduate	Matriculation and Below	-.072	.309	.997	-.95	.80
		Up to Higher Secondary	.082	.315	.995	-.81	.97
		Post Graduate	-.026	.465	1.000	-1.34	1.29
	Post Graduate	Matriculation and Below	-.047	.451	1.000	-1.32	1.23
		Up to Higher Secondary	.108	.455	.996	-1.18	1.40
		Graduate	.026	.465	1.000	-1.29	1.34

Source: field survey

From *performance in terms of growth in turn over* multiple comparisons of the post hoc test above, *matriculation and below* and *up to higher secondary* is not having a significance, since the *p* value is .999 which is higher than .05, *matriculation* and *graduate* is not having a significance since the *p* value is .977 which is higher than .05, *matriculation* and *post graduate* is also not having a significance since the *p*

value is .984 which is higher than .05. From the above post hoc comparison between *up to higher secondary* and *matriculation and below, graduate, post graduate,* it can be found that there is no significance among them. The comparison between *graduate* and *matriculation and below, up to higher secondary, postgraduate* shows that there is no significance. The comparison between *post graduate* and *matriculation and below, up to higher secondary, and graduate* also shows that there is no significance.

From *growth in employment* multiple comparisons of the post hoc test above, matriculation and below and up to higher secondary is not having a significance, since the p value is .964 which is higher than .05, matriculation and graduate is not having a significance since the p value is .997 which is higher than .05, matriculation and post graduate is also not having a significance since the p value is 1.000 which is higher than .05.

From the above post hoc comparison between up to higher secondary and matriculation and below, graduate, post graduate, it can be found that there is no significance among them. The comparison between graduate and matriculation and below, up to higher secondary, postgraduate shows that there is no significance. The comparison between post graduate and matriculation and below, up to higher secondary, and graduate also shows that there is no significance.

ONEWAY ANOVA TEST FOR PERFORMANCE IN TERMS OF GROWTH IN TURNOVER/ GROWTH IN EMPLOYMENT AND GENDER OF ENTREPRENEUR

Table 18: Descriptives of one-way-anova test for performance in terms of growth in turnover/ growth in employment and gender of entrepreneur

						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Performance in terms of growth in turnover	Male	92	2.14	.990	.103	1.94	2.35	1	5
	Female	58	1.81	.826	.108	1.59	2.03	1	4
	Total	150	2.01	.941	.077	1.86	2.17	1	5
growth in employment	Male	92	2.54	1.456	.152	2.24	2.84	1	5
	Female	58	2.07	1.375	.181	1.71	2.43	1	5
	Total	150	2.36	1.439	.117	2.13	2.59	1	5

Source: field survey

To examine relationship between *gender of the entrepreneur* and *performance in terms of growth in turnover*, a one-way analysis of variance was conducted (N=150). The independent variable, Gender of entrepreneur includes two groups: Male (M=2.14, SD=.990, *n* =92) and Female (M=1.18, SD=.826, *n*=58).

To examine relationship between *gender of the entrepreneur* and *growth in employment*, a one-way analysis of variance was conducted (N=150). The independent variable, Gender of entrepreneur includes two groups: Male (M=2.54, SD=1.456, *n* =92) and Female (M=2.07, SD=1.375, *n*=58).

Table 19: ANOVA table for performance in terms of growth in turnover/ growth in employment and gender of entrepreneur

		Sum of Squares	df	Mean Square	F	Sig.
Performance in terms of growth in turnover	Between Groups	3.896	1	3.896	4.503	.036
	Within Groups	128.077	148	.865		
	Total	131.973	149			
growth in employment	Between Groups	8.010	1	8.010	3.944	.049
	Within Groups	300.550	148	2.031		
	Total	308.560	149			

Source: field survey

The ANOVA table above shows that *p=.036.* Since the *p* value is less than .05 we can conclude that there is a relationship between *gender of the entrepreneur* and *performance in terms of growth in turn over.*

The ANOVA table above shows that for *growth in employment p=.049.* Since the *p* value is less than .05 we can conclude that there is a relationship between *gender of the entrepreneur* and *growth in employment.*

ONEWAY ANOVA TEST FOR PERFORMANCE IN TERMS OF GROWTH IN TURNOVER/ GROWTH IN EMPLOYMENT AND AGE OF THE ENTREPRENEUR

Table 20: Descriptives table for one-way-anova test for performance in terms of growth in turnover/ growth in employment and age of the entrepreneur

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Performance in terms of growth in turnover	21-30	32	1.59	.712	.126	1.34	1.85	1	3
	31-40	77	2.08	.997	.114	1.85	2.30	1	5
	41-50	39	2.18	.914	.146	1.88	2.48	1	4
	51 and above	2	3.00	.000	.000	3.00	3.00	3	3
	Total	150	2.01	.941	.077	1.86	2.17	1	5
growth in employment	21-30	32	1.47	.842	.149	1.17	1.77	1	4
	31-40	77	2.40	1.426	.162	2.08	2.73	1	5
	41-50	39	2.95	1.538	.246	2.45	3.45	1	5
	51 and above	2	3.50	.707	.500	-2.85	9.85	3	4
	Total	150	2.36	1.439	.117	2.13	2.59	1	5

Source: field survey

A one-way analysis of variance was conducted to examine relationship between *age of the entrepreneur* and *performance in terms of growth in turn over* (N=150). The independent variable, age of the entrepreneur, included four age groups: 21-30 (M=1.59, SD=.712, *n* =32), 31-40 (M=2.08, SD=.997, *n*=77), 41-50 (M=2.18, SD=.914, *n*=39), 51 and above (M=3.00, SD=.000, *n*=2).

A one-way analysis of variance was conducted to examine relationship between *age of the entrepreneur* and *growth in employment* (N=150). The independent variable, age of the entrepreneur, included four age groups: 21-30 (M=1.47, SD=.842, *n* =32),

31-40 (M=2.40, SD=1.426, *n*=77), 41-50 (M=2.95, SD=1.538, *n*=39), 51 and above (M=3.50, SD=.707, *n*=2).

Table 21: ANOVA table for one-way-anova test for performance in terms of growth in turnover/ growth in employment and age of the entrepreneur

		Sum of Squares	df	Mean Square	F	Sig.
Performance in terms of growth in turnover	Between Groups	8.979	3	2.993	3.553	.016
	Within Groups	122.995	146	.842		
	Total	131.973	149			
growth in employment	Between Groups	41.674	3	13.891	7.599	.000
	Within Groups	266.886	146	1.828		
	Total	308.560	149			

Source: field survey

The ANOVA table above, between *Performance in terms of growth in turnover* and *age of the entrepreneur* shows that*, P value =.016.* Since the *p* value = .016, which less than .05, therefore, we can conclude that there is a relationship between *age of the entrepreneur* and *performance in terms of growth in turn over*.

The ANOVA table above, between *growth in employment* and *age of the entrepreneur* shows that, *P value =.000.* Since the *p* value = .016, which less than .05, therefore, we can conclude that there is a relationship between *age of the entrepreneur* and *growth in employment*.

Table 22: Post Hoc Tests- Multiple Comparisons table for one-way-anova test for performance in terms of growth in turnover/ growth in employment and age of the entrepreneur

Scheffe							
						95% Confidence Interval	
Dependent Variable	(I) Age of the Entrepreneur	(J) Age of the Entrepreneur	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Performance in terms of growth in turnover	21-30	31-40	-.484	.193	.103	-1.03	.06
		41-50	-.586	.219	.072	-1.20	.03
		51 and above	-1.406	.669	.224	-3.30	.49
	31-40	21-30	.484	.193	.103	-.06	1.03
		41-50	-.102	.180	.957	-.61	.41
		51 and above	-.922	.657	.581	-2.78	.94
	41-50	21-30	.586	.219	.072	-.03	1.20
		31-40	.102	.180	.957	-.41	.61
		51 and above	-.821	.665	.678	-2.70	1.06
	51 and above	21-30	1.406	.669	.224	-.49	3.30
		31-40	.922	.657	.581	-.94	2.78
		41-50	.821	.665	.678	-1.06	2.70
growth in employment	21-30	31-40	-.934*	.284	.015	-1.74	-.13
		41-50	-1.480*	.322	.000	-2.39	-.57
		51 and above	-2.031	.985	.240	-4.82	.76
	31-40	21-30	.934*	.284	.015	.13	1.74
		41-50	-.546	.266	.243	-1.30	.21
		51 and above	-1.097	.968	.733	-3.84	1.64
	41-50	21-30	1.480*	.322	.000	.57	2.39
		31-40	.546	.266	.243	-.21	1.30
		51 and above	-.551	.980	.957	-3.32	2.22
	51 and above	21-30	2.031	.985	.240	-.76	4.82
		31-40	1.097	.968	.733	-1.64	3.84
		41-50	.551	.980	.957	-2.22	3.32

*. The mean difference is significant at the 0.05 level.

Source: field survey

The post hoc test of the dependent sub-variables of *age of the entrepreneur* and *performance in terms of growth in turnover* shows that, the age group of 21-30 is not having significance with any of the other age groups. The age group of 31-40 is also not having any significance with any of the other age groups. Similarly, the age

group of 41-50 and 51 and above also shows that there is no significance among other age groups since all the *p* values are greater than .05.

The post hoc test of the dependent sub-variables of *age of the entrepreneur* and *growth in employment* shows that, the age group of 21-30 is having a significant relationship with the age group of 31-40 and 41-50 since the respective *p* value .015 and .000 are smaller than .05.. However, there is no significant relationship among the other age group.

ONEWAY ANOVA TEST FOR PERFORMANCE IN TERMS OF GROWTH IN TURNOVER/ GROWTH IN EMPLOYMENT AND MARITAL STATUS OF ENTREPRENEUR

Table 23: Descriptives table for one-way-anova test for performance in terms of growth in turnover/ growth in employment and marital status of entrepreneur

						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Performance in terms of growth in turnover	Single	36	1.58	.906	.151	1.28	1.89	1	5
	Married	109	2.16	.904	.087	1.98	2.33	1	4
	Widowed	3	1.33	.577	.333	-.10	2.77	1	2
	Divorced	2	3.00	1.414	1.000	-9.71	15.71	2	4
	Total	150	2.01	.941	.077	1.86	2.17	1	5
Growth in employment	Single	36	1.58	1.079	.180	1.22	1.95	1	5
	Married	109	2.61	1.427	.137	2.33	2.88	1	5
	Widowed	3	1.00	.000	.000	1.00	1.00	1	1
	Divorced	2	5.00	.000	.000	5.00	5.00	5	5
	Total	150	2.36	1.439	.117	2.13	2.59	1	5

Source: field survey

A one-way analysis of variance was conducted to examine relationship between *Marital status of the entrepreneur* and *performance in terms of growth in turn over* (N=150). The independent variable, *Marital status of the entrepreneur*, included four groups: Single (M=1.58, SD=.906, *n* =36), Married (M=2.16, SD=.904, *n*=109), Widowed (M=1.33, SD=.577, *n*=3), Divorced (M=3.00, SD=1.414, *n*=2).

A one-way analysis of variance was conducted to examine relationship between *Marital status of the entrepreneur* and *growth in employment* (N=150). The independent variable, *Marital status of the entrepreneur*, included four groups: Single (M=1.58, SD=1.079, *n* =36), Married (M=2.61, SD=1.427, *n*=109), Widowed (M=1.00, SD=.000, *n*=3), Divorced (M=5.00, SD=.000, *n*=2).

Table 24: ANOVA table for performance in terms of growth in turnover/ growth in employment and marital status of entrepreneur

		Sum of Squares	df	Mean Square	F	Sig.
Performance in terms of growth in turnover	Between Groups	12.208	3	4.069	4.961	.003
	Within Groups	119.765	146	.820		
	Total	131.973	149			
Growth in employment	Between Groups	47.773	3	15.924	8.915	.000
	Within Groups	260.787	146	1.786		
	Total	308.560	149			

Source: field survey

The ANOVA table above, between *Performance in terms of growth in turnover* and *marital status of the entrepreneur* shows that, *p=.003.* Since the *p* value = .003, which less than .05, therefore, we can conclude that there is a relationship between *marital status of the entrepreneur* and *performance in terms of growth in turn over*.

The ANOVA table above, between *growth in employment* and *marital status of the entrepreneur* shows that, *p=.000.* Since the *p* value = .000, which less than .05,

therefore, we can conclude that there is a relationship between *marital status of the entrepreneur* and *growth in employment*.

Table 25: Post Hoc Tests- Multiple Comparisons table for performance in terms of growth in turnover/ growth in employment and marital status of entrepreneur

Scheffe							
Dependent Variable	(I) Marital Status of the Entrepreneur	(J) Marital Status of the Entrepreneur	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Performance in terms of growth in turnover	Single	Married	-.573*	.174	.015	-1.07	-.08
		Widowed	.250	.544	.976	-1.29	1.79
		Divorced	-1.417	.658	.205	-3.28	.44
	Married	Single	.573*	.174	.015	.08	1.07
		Widowed	.823	.530	.494	-.68	2.32
		Divorced	-.844	.646	.637	-2.67	.98
	Widowed	Single	-.250	.544	.976	-1.79	1.29
		Married	-.823	.530	.494	-2.32	.68
		Divorced	-1.667	.827	.259	-4.01	.67
	Divorced	Single	1.417	.658	.205	-.44	3.28
		Married	.844	.646	.637	-.98	2.67
		Widowed	1.667	.827	.259	-.67	4.01
Growth in employment	Single	Married	-1.022*	.257	.002	-1.75	-.30
		Widowed	.583	.803	.913	-1.69	2.85
		Divorced	-3.417*	.971	.008	-6.16	-.67
	Married	Single	1.022*	.257	.002	.30	1.75
		Widowed	1.606	.782	.244	-.61	3.82
		Divorced	-2.394	.954	.103	-5.09	.30
	Widowed	Single	-.583	.803	.913	-2.85	1.69
		Married	-1.606	.782	.244	-3.82	.61
		Divorced	-4.000*	1.220	.015	-7.45	-.55
	Divorced	Single	3.417*	.971	.008	.67	6.16
		Married	2.394	.954	.103	-.30	5.09
		Widowed	4.000*	1.220	.015	.55	7.45

*. The mean difference is significant at the 0.05 level.

Source: field survey

The post hoc test of the dependent variables marital status of *marital status* and *performance in terms of growth in turn over* shows that, there is a significant

relationship between *single* and *married* since the *p* value is .015 which is smaller than .05. However, there is no significant relationship between any sub variables other that single and married since all the *p* values are greater than .05.

The post hoc test of the dependent variables marital status of *marital status* and *growth in employment* shows that, there is a significant relationship between *single* and *married* since the *p* value is .002 which is smaller than .05. There is also a significant relationship between *divorced and widowed* since the p value is .015 which is also smaller than 0.15.

ONEWAY ANOVA TEST FOR PERFORMANCE IN TERMS OF GROWTH IN TURNOVER/ GROWTH IN EMPLOYMENT AND WORK EXPERIENCE OF THE ENTREPRENEUR

Table 26: Descriptives for one-way-anova test for performance in terms of growth in turnover/ growth in employment and work experience of the entrepreneur

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Performance in terms of growth in turnover	YES in the same and similar field	85	1.98	.926	.100	1.78	2.18	1	5
	Yes but in different field	21	2.00	1.140	.249	1.48	2.52	1	4
	No work experience	44	2.09	.884	.133	1.82	2.36	1	4
	Total	150	2.01	.941	.077	1.86	2.17	1	5
Growth in employment	YES in the same and similar field	85	2.15	1.341	.145	1.86	2.44	1	5
	Yes but in different field	21	2.76	1.814	.396	1.94	3.59	1	5
	No work experince	44	2.57	1.388	.209	2.15	2.99	1	5
	Total	150	2.36	1.439	.117	2.13	2.59	1	5

Source: field survey

A one-way analysis of variance was conducted to examine relationship between *work experience of the entrepreneur* and *performance in terms of growth in turn over* (N=150). The independent variable, *work experience of the entrepreneur*, included three groups: Yes in the same and similar field (M=1.98, SD=.926, *n* =85), Yes but in different field (M=2.00, SD=1.140, *n*=21), No work experience (M=2.09, SD=.884, *n*=44).

A one-way analysis of variance was conducted to examine relationship between *work experience of the entrepreneur* and *growth in employment* (N=150). The independent variable, *work experience of the entrepreneur*, included three groups: Yes in the same and similar field (M=2.15, SD=1.341, *n* =85), Yes but in different field (M=2.76, SD=1.814, *n*=21), No work experience (M=2.57, SD=1.388, *n*=44).

Table 27: ANOVA for one-way-anova test for performance in terms of growth in turnover/ growth in employment and work experience of the entrepreneur

		Sum of Squares	df	Mean Square	F	Sig.
Performance in terms of growth in turnover	Between Groups	.384	2	.192	.215	.807
	Within Groups	131.589	147	.895		
	Total	131.973	149			
Growth in employment	Between Groups	8.943	2	4.472	2.194	.115
	Within Groups	299.617	147	2.038		
	Total	308.560	149			

Source: field survey

The ANOVA table above, between *Performance in terms of growth in turnover* and *work experience of the entrepreneur* shows that, *p=.807.* Since the *p* value = .807, which more than .05, therefore, we can conclude that there is no relationship between *work experience of the entrepreneur* and *performance in terms of growth in turn over*

The ANOVA table above, between *growth in employment* and *work experience of the entrepreneur* shows that, *p=.115*. Since the *p* value = .115, which more than .05, therefore, we can conclude that there is no relationship between *work experience of the entrepreneur* and *growth in employment.*

Table 28: Post Hoc Tests- multiple comparisons for one-way-anova test for performance in terms of growth in turnover/ growth in employment and work experience of the entrepreneur

Scheffe							
						95% Confidence Interval	
Dependent Variable	**(I) Work Experience of Entrepreneur**	**(J) Work Experience of Entrepreneur**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**Lower Bound**	**Upper Bound**
Performance in terms of growth in turnover	YES in the same and similar field	Yes but in different field	-.024	.231	.995	-.59	.55
		No work experience	-.114	.176	.809	-.55	.32
	Yes but in different field	YES in the same and similar field	.024	.231	.995	-.55	.59
		No work experience	-.091	.251	.937	-.71	.53
	No work experience	YES in the same and similar field	.114	.176	.809	-.32	.55
		Yes but in different field	.091	.251	.937	-.53	.71
Growth in employment	YES in the same and similar field	Yes but in different field	-.609	.348	.220	-1.47	.25
		No work experience	-.415	.265	.296	-1.07	.24
	Yes but in different field	YES in the same and similar field	.609	.348	.220	-.25	1.47
		No work experience	.194	.379	.877	-.74	1.13
	No work experience	YES in the same and similar field	.415	.265	.296	-.24	1.07
		Yes but in different field	-.194	.379	.877	-1.13	.74

Source: field survey

The post hoc test of the dependent variables of *work experience* and *Performance in terms of growth in turnover* shows that there is no significant relationship among the sub dependent variables.

The post hoc test of the dependent variables of *work experience* and *growth in employment* also shows that there is no significant relationship among the sub dependent variables.

COMPARISION FOR MANUFACTURING AND SERVICE SECTOR INTERMS OF GROWTH IN TURNOVER AND EMPLOYMENT

Table 29: Comparison of performance in terms of growth in turnover

	Manufacturing		Service	
	Frequency	**Percent**	**Frequency**	**Percent**
Become Smaller	25	33.3	29	38.7
No Growth	23	30.7	27	36.0
Less than 10 percent	22	29.3	15	20.0
10-25 percent	5	6.7	3	4.0
Over 25 percent	NIL	NIL	1	1.3
Total	75	100.0	75	100.0

Source: from field survey

From the table above it can be seen that in comparing the performance in the sector of the enterprise through growth in turnover, it can be seen that 33.3 percent of the manufacturing sector entrepreneurs shows that their business turnover have become smaller, however, the service sector shows that in service sector 38.7 percent have become smaller.

In manufacturing sector, 30.7 percent have no growth. In service sector, 36 percent have no growth. It can be seen that, on the sub-variables that have a negative impact towards the performance viz. become smaller and no growth, manufacturing sector enterprises performs better than the service sector enterprises. In these categories, the sector with less percentage is better.

When comparing the performance of the enterprises, using the sub-variables that have positive impact towards performance of the enterprise, the table shows that, 29.3 percent of manufacturing sector have a growth with less that 10 percent while service sector have only 20 percent. 6.7 percent of manufacturing enterprises have a growth of 10-25 percent in turn over, while service sector have 4 percent in the same category. However, in the category of growth in turnover over 25 percent, manufacturing sector do not have any enterprise in the category while service sector enterprises have 1.3 percent. In these categrories, the sector with higher percentages performs better.

To conclude the results, from the table above it can be seen that manufacturing sector enterprises performs better than service sector enterprises when using growth in turn over as performance indicator. Hence the results support the hypothesis that, there is significant difference between sector of the enterprises and performance of the enterprises.

Table 30: Comparison of performance in terms of growth in employment

	Manufacturing		**Service**	
	Frequency	**Percent**	**Frequency**	**Percent**
Decrease in no employee	25	33.3	37	49.3
Same no of employee	15	20.0	12	16.0
Employee increased by 1 to 2	15	20.0	11	14.7
Employee increased by 3 to 4	8	10.7	7	9.3
Employee increased by 5 or more	12	16.0	8	10.7
Total	75	100.0	75	100.0

Source: from field survey

The table above shows the performance of the sector of the enterprise through growth in employment. From the results, decrease in employment is 33.3 percent in

manufacturing sector while it is 49.3 percent in service sector. In manufacturing sector 20 percent of the micro enterprises are having the same number of employees while there are only 16 percent of micro enterprises under service sector.

20 percent of the manufacturing enterprises increase the number of employees by 1 to 2 numbers, while 14.7 percent of the service enterprises increase the number of employees by 1 to 2 numbers. 10.7 percent of the manufacturing enterprises increase the number of employees by 2 to 4 while 9.3 percent of the service sector enterprises increase the number of employees by 2 to 5. In manufacturing sector, 16 percent of the enterprises increase the number of employees by 5 or more while service sector enterprises increases the number of employment by only 10.7 percent.

From the results it can be concluded that service sector enterprises have higher number in decreasing of employees than that of manufacturing sector enterprises. It can also be further seen that manufacturing enterprises have a better performance in growth of number of employees.

Service sector enterprises experience a more declining trend in employment generation whilst manufacturing sector enterprises enjoys a better performance in terms of employment generation.

Therefore, the results support the hypothesis that, *'There is a significance difference between sector of the enterprise and performance of the enterprise'.*

3.4.PROLEMS FACED BY ENTREPRENEURS

REGRESSION TEST FOR PERFORMANCE IN TERMS OF GROWTH IN TURNOVER AND FINANCIAL PROBLEMS

Table 31: Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Unfavourable trade terms, Shortage of fixed capital, Delays in relaization of bills, Shortage of working capital[b]	.	Enter

a. Dependent Variable: Performance in terms of growth in turnover

b. All requested variables entered.

Table 32: ANOVA results for performance in terms of growth in turnover and financial problems

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.027	4	3.507	4.311	.003[b]
	Residual	117.946	145	.813		
	Total	131.973	149			

a. Dependent Variable: Performance in terms of growth in turnover

a. Predictors: (Constant), Unfavourable trade terms, Shortage of fixed capital, Delays in relaization of bills, Shortage of working capital

Source: field survey

The ANOVA table above, in this multiple regression analysis shows that the *p* value is .003 which is less than 0.05 so the model has an explanatory power which means that the independent variables will help to predict the dependent variable.

Table 33: Coefficients[a] of regression test for performance in terms of growth in turnover and financial problems

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.211	.325		3.722	.000
	Shortage of working capital	-.022	.095	-.024	-.229	.819
	Shortage of fixed capital	.087	.104	.087	.837	.404
	Delays in realization of bills	.019	.095	.020	.198	.843
	Unfavourable trade terms	.310	.100	.301	3.094	.002

a. Dependent Variable: Performance in terms of growth in turnover

Source: field survey

Coefficients table is the most interesting table in regression analysis because it shows the relationship between independent variables and dependent variable. From the above table it is shown that the independent variable *Shortage of working capital* has no significant relationship with *performance in terms of growth in turn over* since the *p* value (.819) is greater than .05. The second sub-independent variable *shortage of fixed capital* is also not having a significant relationship with *Performance in terms of growth in turn over* since the *p* value (.404) is greater than .05. The third sub-independent variable *delays in realization of bills* do not have a significant relationship with growth in turn over since the *p* value (.843) is greater than .05. However, the fourth and last sub-independent variable *unfavourable trade terms* has a significant relationship with turn over since the *p* value (.002) is less than .05

Shortage of working capital	*Not.Sig*	*(p=0.819)*
Shortage of fixed capital	*Not.Sig*	*(p=0.404)*
Delays in realization of bills	*Not.Sig*	*(p=.843)*
Unfavourable trade terms	*Sig*	*(p=0.002)*

REGRESSION TEST FOR GROWTH IN EMPLOYMENT AND FINANCIAL PROBLEMS

Table 34: Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Unfavourable trade terms, Shortage of fixed capital, Delays in relaization of bills, Shortage of working capital[b]	.	Enter

a. Dependent Variable: Growth in employment

b. All requested variables entered.

Table 35: ANOVA results for growth in employment and financial problems

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.580	4	8.895	4.725	.001[b]
	Residual	272.980	145	1.883		
	Total	308.560	149			

a. Dependent Variable: Growth in employment

b. Predictors: (Constant), Unfavourable trade terms, Shortage of fixed capital, Delays in realization of bills, Shortage of working capital

Source: field survey

The ANOVA table above, in this multiple regression analysis shows that the *p* value is .001 which is less than 0.05 so the model has an explanatory power which means that the independent variables (*financial problems*) will help to predict the dependent variable (growth in employment).

Table 36: Coefficients of regression test for growth in employment and financial problems

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.882	.495		1.782	.077
	Shortage of working capital	.110	.145	.078	.757	.450
	Shortage of fixed capital	-.005	.159	-.003	-.032	.975
	Delays in realization of bills	.297	.144	.205	2.068	.040
	Unfavourable trade terms	.236	.152	.150	1.548	.124

a. Dependent Variable: Growth in employment

Source: field survey

Coefficients table above shows the relationship between independent variables and dependent variable. From the above table it is shown that the independent variable *Shortage of working capital* has no significant relationship with *employment* since the *p* value (.450) is greater than .05. The second sub-independent variable *shortage of fixed capital* is also not having a significant relationship with *employment* since the *p* value (.975) is greater than .05. The third sub-independent variable *delay in realization of bills is* having a significant relationship with *employment* since the *p* value (.0.40) is smaller than .05. The fourth and last sub-independent variable *unfavourable trade terms* also not having a significant relationship with *employment* since the *p* value (.124) is greater than .05

Shortage of working capital	*Not.Sig*	*(p=.450)*
Shortage of fixed capital	*Not.Sig*	*(p=.975)*
Delays in realization of bills	*Sig*	*(p=.040)*
Unfavourable trade terms	*Not Sig*	*(p=.124)*

REGRESSION TEST FOR PERFORMANCE IN TERMS OF GROWTH IN TURNOVER AND LABOUR PROBLEMS

Table 37: Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Disputes, Non-availability of skilled and experinced labour, Labour Strikes, Absenteeism, Low productivity, Non-availability of cheap labours[b]	.	Enter

a. Dependent Variable: Performance in terms of growth in turnover

b. All requested variables entered.

Table 38: ANOVA result for performance in terms of growth in turnover and labour problems

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.169	6	4.195	5.617	.000[b]
	Residual	106.804	143	.747		
	Total	131.973	149			

a. Dependent Variable: Performance in terms of growth in turnover

b. Predictors: (Constant), Disputes, Non-availability of skilled and experinced labour, Labour Strikes, Absenteeism, Low productivity, Non-availability of cheap labours

Source: field survey

The ANOVA table above in this multiple regression analysis shows that the *p* value is less than 0.05 so the model has an explanatory power which means that the independent variables will help to predict the dependent variable.

Table 39: Coefficients[a] of Regression test for performance in terms of growth in turnover and labour problems

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.721	.274		2.632	.009
	Non-availability of skilled and experienced labour	.179	.075	.227	2.393	.018
	Non-availability of cheap labours	.060	.079	.074	.757	.450
	Low productivity	.152	.095	.152	1.607	.110
	Absenteeism	.137	.082	.145	1.664	.098
	Labour Strikes	.021	.122	.014	.172	.864
	Disputes	-.061	.086	-.059	-.706	.481

a. Dependent Variable: Performance in terms of growth in turnover

Source: field survey

Coefficients table above shows the relationship between independent variables and dependent variable. From the above table it is shown that the independent variable *Non-availability of skilled and experienced labours* has a significant relationship with performance in terms of growth in turn over since the *p* value (.018) is less than .05. The second sub-independent variable *Non-availability of cheap labours* is not having a significant relationship with performance in terms of growth in turn over since the *p* value (.450) is greater than .05. The third sub-independent variable *Low productivity* does not have a significant relationship with performance in terms of growth in turn over since the *p* value (.110) is greater than .05. The fourth sub-independent variable *Absenteeism* also does not have a significant relationship with growth in terms of turn over since the *p* value (.098) is greater than .05. The fifth sub-independent variable *Labour strikes* also does not have a significant relationship with growth in terms of turn over since the *p* value (.864) is greater than .05. The

sixth and the last sub-independent variable *disputes* also does not have a significant relationship with growth in terms of turn over since the *p* value (.481) is greater than .05.

Non-availability of skilled and experienced labour	*Sig*	(.018)
Non-availability of cheap labours	*Not Sig*	(.450)
Low productivity	*Not Sig*	(.110)
Absenteeism	*Not Sig*	(.098)
Labour Strikes	*Not Sig*	(.864)
Disputes	*Not Sig*	(.481)

REGRESSION TEST FOR GROWTH IN EMPLOYMENT AND LABOUR PROBLEMS

Table 40: Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Disputes, Non-availability of skilled and experienced labour, Labour Strikes, Absenteeism, Low productivity, Non-availability of cheap labours[b]	.	Enter

a. Dependent Variable: Growth in employment

b. All requested variables entered.

Table 41: ANOVA result for growth in employment and labour problems

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.707	6	20.451	15.736	.000[b]
	Residual	185.853	143	1.300		
	Total	308.560	149			

a. Dependent Variable: Growth in employment

a. Predictors: (Constant), Disputes, Non-availability of skilled and experienced labour, Labour Strikes, Absenteeism, Low productivity, Non-availability of cheap labours

Source: field survey

The ANOVA table above in this multiple regression analysis shows that the *p* value is less than 0.00 so the model has an explanatory power which means that the independent variables: *disputes, non-availability of skilled and experienced labour, labour strikes, absenteeism, low productivity, non-availability of cheap labours* will help to predict the dependent variable *growth in employment.*

Table 42: Coefficients of regression test for growth in employment and labour problems

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.712	.362		-1.969	.051
	Non-availability of skilled and experienced labour	.233	.099	.193	2.359	.020
	Non-availability of cheap labours	.162	.104	.132	1.557	.122
	Low productivity	.172	.125	.113	1.382	.169
	Absenteeism	.500	.108	.346	4.606	.000
	Labour Strikes	.145	.161	.063	.901	.369
	Disputes	.146	.114	.092	1.284	.201

a. Dependent Variable: Growth in employment

Source: field survey

Coefficients table above shows the relationship between independent variables and dependent variable. From the above table it is shown that the independent variable *Non-availability of skilled and experienced labours* has a significance relationship with *growth in employment* since the *p* value (.020) is less than .05. The second sub-independent variable *Non-availability of cheap labours* is not having a significance relationship with *growth in employment* since the *p* value (.122) is greater than .05. The third sub-independent variable *Low productivity* does not have a significance relationship with *growth in employment* since the *p* value (.169) is greater than .05. The fourth sub-independent variable *Absenteeism* is having a significance relationship with *growth in employment* since the *p* value (.000) is smaller than .05. The fifth sub-independent variable *Labour strikes* also does not have a significance relationship with *growth in employment* since the *p* value (.369) is greater than .05. The sixth and the last sub-independent variable *disputes* also do not have a significance relationship with *growth in employment* since the *p* value (.201) is greater than .05.

Non-availability of skilled and experienced labour	*Sig*	(.020)
Non-availability of cheap labours	*Not Sig*	(.122)
Low productivity	*Not Sig*	(.169)
Absenteeism	*Sig*	(.000)
Labour Strikes	*Not Sig*	(.369)
Disputes	*Not Sig*	(.201)

REGRESSION TEST FOR PERFORMANCE IN TERMS OF GROWTH IN TURNOVER AND TECHNICAL PROBLEMS

Table 43: Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Frequent breakdown of machineries, High electricity charges, Unsuitable Machinery, Inadequate power supply[b]	.	Enter

a. Dependent Variable: Performance in terms of growth in turnover

b. All requested variables entered.

Table 44: ANOVA results for performance in terms of growth in turnover and technical problems

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.090	4	3.523	4.333	.002[b]
	Residual	117.883	145	.813		
	Total	131.973	149			

a. Dependent Variable: Performance in terms of growth in turnover

b. Predictors: (Constant), Frequent breakdown of machineries, High electricity charges, Unsuitable Machinery, Inadequate power supply

Source: field survey

The ANOVA table above in this multiple regression analysis shows that the *p* value is less than 0.05 so the model has an explanatory power which indicates that the independent variables will help to predict the dependent variable

Table 45: Coefficients[a] of resgression test for performance in terms of growth in turnover and technical problems

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.902	.302		2.987	.003
	Unsuitable Machinery	-.015	.101	-.013	-.146	.884
	Inadequate power supply	.173	.075	.201	2.312	.022
	High electricity charges	.183	.093	.175	1.972	.051
	Frequent breakdown of machineries	.039	.078	.044	.502	.616

a. Dependent Variable: Performance in terms of growth in turnover

Source: field survey

Coefficients table above shows the relationship between independent variables and dependent variable. From the above table it is shown that the independent variable *Unsuitable machinery* does not have a significance relationship with performance in terms of growth in turn over since the *p* value (.884) is greater than .05. The second sub-independent variable *inadequate power supply* is having a significance relationship with performance in terms of growth in turn over since the *p* value (.022) is less than .05. The third sub-independent variable *high electricity charges* does not have a significance relationship with performance in terms of growth in turn over since the *p* value (.051) is greater than .05. The fourth sub-independent variable *frequent break down of machineries* also does not have a significance relationship with growth in terms of turn over since the *p* value (.616) is greater than .05.

Unsuitable Machinery	*Not Sig*	(.884)
Inadequate power supply	*Sig*	(.022)
High electricity charges	*Not Sig*	(.051)
Frequent breakdown of machineries	*Not Sig*	(.616)

REGRESSION TEST FOR GROWTH IN EMPLOYMENT AND TECHNICAL PROBLEMS

Table 46: Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Frequent breakdown of machineries, High electricity charges, Unsuitable Machinery, Inadequate power supply[b]	.	Enter

a. Dependent Variable: Growth in employment

b. All requested variables entered.

Table 47: ANOVA results for regression test for growth in employment and technical problems

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.316	4	10.829	5.920	.000[b]
	Residual	265.244	145	1.829		
	Total	308.560	149			

a. Dependent Variable: Growth in employment
b. Predictors: (Constant), Frequent breakdown of machineries, High electricity charges, Unsuitable Machinery, Inadequate power supply

Source: field survey

The ANOVA table above in this multiple regression analysis shows that the *p* value is less than 0.05 so the model has an explanatory power which indicates that the independent variables (*frequent breakdown of machineries, high electricity charges, unsuitable machinery, inadequate power supply*) will help to predict the dependent variable (*growth in employment*).

Table 48: Coefficients[a] of regression test for growth in employment and technical problems

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.273	.453		.602	.548
	Unsuitable Machinery	.087	.152	.049	.572	.568
	Inadequate power supply	.159	.112	.122	1.424	.157
	High electricity charges	.336	.139	.210	2.413	.017
	Frequent breakdown of machineries	.184	.117	.135	1.570	.119

a. Dependent Variable: Growth in employment

Source: field survey

Coefficients table above shows the relationship between independent variables and dependent variable. From the above table it is shown that the independent variable *Unsuitable machinery* does not have a significance relationship with *growth in employment* since the *p* value (.568) is greater than .05. The second sub-independent variable *inadequate power supply* also not having a significance relationship with *growth in employment* since the *p* value (.157) is greater than .05. The third sub-independent variable *high electricity charges* have a significant relationship with *growth in employment* since the *p* value (.017) is less than .05. The fourth sub-independent variable *frequent break down of machineries* also does not have a significance relationship with *growth in employment* since the *p* value (.119) is greater than .05.

Unsuitable Machinery	*Not Sig*	(.568)
Inadequate power supply	*Not Sig*	(.157)
High electricity charges	*Sig*	(.017)
Frequent breakdown of machineries	*Not Sig*	(.119)

REGRESSION TEST FOR PERFORMANCE IN TERMS OF GROWTH IN TURNOVER AND MARKETING PROBLEMS

Table 49: Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	In-efficient sales force, Competition with firms from outside the state, Competition with local firms, Low demand of product, Poor sales promotion/ clients are not aware of it[b]	.	Enter

a. Dependent Variable: Performance in terms of growth in turnover

b. All requested variables entered.

Table 50: ANOVA results for performance in terms of growth in turnover and marketing problems

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.612	5	3.922	5.027	.000[b]
	Residual	112.362	144	.780		
	Total	131.973	149			

a. Dependent Variable: Performance in terms of growth in turnover
b. Predictors: (Constant), In-efficient sales force, Competition with firms from outside the state, Competition with local firms, Low demand of product, Poor sales promotion/ clients are not aware of it

Source: field survey

The ANOVA table above in this multiple regression analysis shows that the *p* value is less than 0.05 so the model has an explanatory power which indicates that the independent variables will help to predict the dependent variable

Table 51: Coefficients[a] of regression test for performance in terms of growth in turnover and marketing problems

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.835	.398		7.130	.000
	Low demand of product	-.429	.091	-.401	-4.712	.000
	Competition with local firms	-.006	.075	-.006	-.082	.934
	Competition with firms from outside the state	.017	.064	.023	.272	.786
	Poor sales promotion/ clients are not aware of it	-.035	.118	-.028	-.302	.763
	In-efficient sales force	.140	.092	.145	1.512	.133

a. Dependent Variable: Performance in terms of growth in turnover

Source: field survey

Coefficients table above shows the relationship between independent variables and dependent variable. From the above table it is shown that the independent variable *low demand of product* has a significance relationship with performance in terms of growth in turn over since the *p* value (.000) is less than .05. The second sub-independent variable *competition with local firms* is not having a significance relationship with performance in terms of growth in turn over since the *p* value (.934) is greater than .05. The third sub-independent variable *competition with firms form outside the state* does not have a significance relationship with performance in terms of growth in turn over since the *p* value (.786) is greater than .05. The fourth sub-independent variable *poor sales promotion/ clients are not aware of it* also does not have a significance relationship with growth in terms of turn over since the *p* value (.763) is greater than .05. . The fifth sub-independent variable *in-efficient sales force*

also does not have a significance relationship with growth in terms of turn over since the *p* value (.133) is greater than .05

Low demand of product	*Sig*	(.000)
Competition with local firms	Not*Sig*	(.934)
Competition with firms form outside the state	*Not Sig*	(.786)
Poor sales promotion/ clients are not aware of it	*Not Sig*	(.763)
In-efficient sales force	*Not Sig*	(.133)

REGRESSION TEST FOR GROWTH IN EMPLOYMENT AND MARKETING PROBLEMS

Table 52: Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	In-efficient sales force, Competition with firms from outside the state, Competition with local firms, Low demand of product, Poor sales promotion/ clients are not aware of it[b]	.	Enter

a. Dependent Variable: Growth in employment

b. All requested variables entered.

Table 53: ANOVA results for growth in employment and marketing problems

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.191	5	6.638	3.471	.005[b]
	Residual	275.369	144	1.912		
	Total	308.560	149			

a. Dependent Variable: Growth in employment

b. Predictors: (Constant), In-efficient sales force, Competition with firms from outside the state, Competition with local firms, Low demand of product, Poor sales promotion/ clients are not aware of it

Source: field survey

The ANOVA table above in this multiple regression analysis shows that the *p* value equals to 0.05 so the model has an explanatory power which indicates that the independent variables will help to predict the dependent variable

Table 54: Coefficients[a] of regression test for growth in employment and marketing problems

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.371	.622		3.810	.000
	Low demand of product	-.456	.142	-.279	-3.200	.002
	Competition with local firms	.133	.118	.091	1.131	.260
	Competition with firms from outside the state	-.040	.100	-.034	-.397	.692
	Poor sales promotion/ clients are not aware of it	.166	.184	.087	.902	.369
	In-efficient sales force	.190	.145	.129	1.314	.191

a. Dependent Variable: Growth in employment

Source: field survey

Coefficients table above shows the relationship between independent variables and dependent variable. From the above table it is shown that the independent variable *low demand of product* has a significance relationship with *growth in employment* since the *p* value (.002) is less than .05. The second sub-independent variable *competition with local firms* is not having a significance relationship with *growth in*

employment since the *p* value (.260) is greater than .05. The third sub-independent variable *competition with firms form outside the state* does not have a significance relationship with *growth in employment* since the *p* value (.692) is greater than .05. The fourth sub-independent variable *poor sales promotion/ clients are not aware of it* also does not have a significance relationship with *growth in employment* since the *p* value (.369) is greater than .05. . The fifth sub-independent variable *in-efficient sales force* also does not have a significance relationship *growth in employment* since the *p* value (.191) is greater than .05

Low demand of product	*Sig*	(.002)
Competition with local firms	Not*Sig*	(.260)
Competition with firms form outside the state	*Not Sig*	(.692)
Poor sales promotion/ clients are not aware of it	*Not Sig*	(.369)
In-efficient sales force	*Not Sig*	(.191)

It can also be interpreted that one unit decrease in *low demand of product* will decrease the performance in terms of growth in turn over by .456 unit, one unit increase in *competition with local firms* will increase turn over by .133 unit, one unit decrease in *competition with firms from outside the state* will decrease the performance of growth in turn over by .040 unit, one unit increase in *poor sales promotion/ clients are not aware of it* will increase the performance of growth in turn over by .166 unit and one unit increase in *in-efficient sales force* will increase the performance of growth in turn over by .190 unit.

3.5. FACTORS INFLUENCING TYPE OF ENTERPRISE

Table 55: Case processing summary of type of enterprise and age of the entrepreneur

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Type of the Enterprise * Age of the Entrepreneur	150	100.0%	0	0.0%	150	100.0%

Source: field survey

The table above shows the total number of samples that is 150 numbers of samples.

Table 56: Type of the enterprise and age of the entrepreneur crosstabulation

		Age of the entrepreneur				Total
		21-30	31-40	41-50	51 and above	
Type of the Enterprise	Manufacturing	13	35	26	1	75
	Service	19	42	13	1	75
Total		32	77	39	2	150

Source: field survey

The table above shows the count using cross-tabulation. It shows that in the age group of *21-30 years* there are 13 numbers of entrepreneurs under manufacturing sector and 19 numbers of entrepreneurs under service sector, coming to a total of 32 entrepreneurs. In the age group of *31-40 years* there are 77 total number of entrepreneurs, 35 entrepreneurs from manufacturing sector and 42 entrepreneurs from service sector. In the age group of 41-50 years, there are 39 total numbers of entrepreneurs, 26 in manufacturing sector and 13 in service sector. In the age group of 51 and above years, manufacturing sector and service sector have one entrepreneur each.

Table 57: Chi-Square tests for type of the rnterprise and age of the entrepreneur

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.095[a]	3	.107
Likelihood Ratio	6.186	3	.103
Linear-by-Linear Association	4.586	1	.032
N of Valid Cases	150		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.00.

Source: field survey

The Pearson Chi-square from the chi-square test table above shows that the *p* value (.107) is greater than .05, therefore, there is no significant association between *type of enterprise* and *age of the entrepreneur.* In other words, *type of enterprise* is completely independent of *age of the entrepreneur.*

Table 58: Case processing Summary of type of enterprise and educational background of the entrepreneur

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Type of the Enterprise * Educational Background	150	100.0%	0	0.0%	150	100.0%

Source: field survey

Table 59: Type of the enterprise and educational background crosstabulation

		Educational Background of the entrepreneur				
		Matriculation and Below	Up to Higher Secondary	Graduate	Post Graduate	Total
Type of the Enterprise	Manufacturing	28	21	20	6	75
	Service	23	26	19	7	75
Total		51	47	39	13	150

Source: field survey

The table above shows the count using cross-tabulation. It shows that in educational background of *matriculation and below* there are 28 numbers of entrepreneurs under manufacturing sector and 23 numbers of entrepreneurs under service sector, coming to a total of 51 entrepreneurs. In the group of *up to higher secondary* there are 47 total numbers of entrepreneurs, 21 entrepreneurs from manufacturing sector and 26 entrepreneurs from service sector. In the group of educational background of *graduate* there are 39 total number of entrepreneurs, 20 entrepreneurs from manufacturing sector and 19 entrepreneurs from service sector. In the group of educational background of *post graduate* there are 6 numbers of entrepreneurs in manufacturing sector and 7 in service sector.

Table 60: Chi-Square tests for type of the enterprise and educational background

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.125[a]	3	.771
Likelihood Ratio	1.127	3	.771
Linear-by-Linear Association	.254	1	.614
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.50.

Source: field survey

The Pearson Chi-square from the chi-square test table above shows that the *p* value (.771) is greater than .05, therefore, there is no significant association between *type of enterprise* and *educational background of the entrepreneur.* In other words, *type of enterprise* is completely independent of *educational background of the entrepreneur.*

Table 61: Case Processing Summary of type of enterprise and Gender

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Type of the Enterprise * Gender of entrepreneur	150	100.0%	0	0.0%	150	100.0%

Source: field survey

Table 62: Type of the enterprise and gender of entrepreneur crosstabulation

		Gender of entrepreneur		Total
		Male	Female	
Type of the Enterprise	Manufacturing	40	35	75
	Service	52	23	75
Total		92	58	150

Source: field survey

The table above shows the count using cross-tabulation. It shows that in *gender of entrepreneur,* 40 numbers of entrepreneurs under manufacturing sector are male and 35 numbers of entrepreneurs are female, coming to a total of 75 entrepreneurs. Likewise, there are 75 total numbers of entrepreneurs under service sector, out of which 52 entrepreneurs are male and 23 entrepreneurs are female.

Table 63: Chi-Square Tests for type of the enterprise and gender of entrepreneur

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.048[a]	1	.044		
Continuity Correction[b]	3.401	1	.065		
Likelihood Ratio	4.070	1	.044		
Fisher's Exact Test				.065	.032
Linear-by-Linear Association	4.021	1	.045		
N of Valid Cases	150				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.00.

b. Computed only for a 2x2 table

Source: field survey

The Pearson Chi-square from the chi-square test table above shows that the *p* value (.044) is less than .05, therefore, there is a significant association between *type of enterprise* and *gender of the entrepreneur.* In other words, *type of enterprise* is dependent of *gender of the entrepreneur.*

Table 64: Case Processing Summary type of enterprise and work experience

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Type of the Enterprise * Work Experience of Entrepreneur	150	100.0%	0	0.0%	150	100.0%

Source: field survey

Table 65: Type of the enterprise and work experience of entrepreneur cross tabulation

		Work Experience of Entrepreneur			Total
		YES in the same and similar field	Yes but in different field	No work experience	
Type of the Enterprise	Manufacturing	44	13	18	75
	Service	41	8	26	75
Total		85	21	44	150

Source: field survey

The table above shows the count using cross-tabulation. It shows that in *work experience of Entrepreneur,* 85 numbers of entrepreneurs are having experience in similar field of the current business, out of which 44 entrepreneurs are from manufacturing sectors and 41 entrepreneurs from service sector. 21 numbers of entrepreneurs are having experience, but in different field of the current business, out of which 13 entrepreneurs are from manufacturing sectors and 8 entrepreneurs from service sector. 44 numbers of entrepreneurs are not having any work experience, out of which 18 entrepreneurs are from manufacturing sectors and 26 entrepreneurs from service sector.

Table 66: Chi-Square Tests for type of the enterprise and work experience of entrepreneur

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.751[a]	2	.253
Likelihood Ratio	2.771	2	.250
Linear-by-Linear Association	1.020	1	.312
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.50.

Source: field survey

The Pearson Chi-square from the chi-square test table above shows that the *p* value (.253) is more than .05, therefore, there is no significance association between *type of enterprise* and *work experience of the entrepreneur.*

CHAPTER-5

SUMMARY OF FINDINGS, SUGGESTIONS AND CONLUSIONS.

1. **Summary of findings**
2. **Suggestions**
3. **Conclusions**
4. **Limitations of the study and scope of future research**

1. Summary of Findings:

The last chapter of the research paper is divided in to three parts summary of findings, suggestions and conclusions. The first part of this chapter is summary of findings which summarize the findings from the previous chapter, analysis and interpretation followed by suggestions which incorporated the suggestions from the outcome of the results and the last part of the chapter is conclusions.

The following are the summary of the findings from the study:

1. From the study, 92 respondents which is 61.3 percentage of the total respondents are male and 58 respondents are female which is 38.7 percentage. The result shows that male plays a more dominant role in entrepreneurship.
2. In the age group of 21-30 there are 32 respondents, which is 21.3 percentage of the total respondents. The age group of 31-40 represents the majority which is 51.3 percent which is made up of 77 respondents. There are 39 respondents in the age group of 41-50 which is 26 percentage of the total respondents and the age group of 51 and above got 2 respondents which is only 1.3 percent.
3. The marital status of the entrepreneur from the study shows that 109 respondents are married, which is 72.7 percentage and constitutes the highest followed by single which is 24 percent of the total respondents with a total of 36 respondents. However there are only 3 and 2, widowed and divorced respondents constituting 2 and 1.3 percentage respectively.

4. The educational background of the respondents shows that there are 51 respondents which is 34 percentage of the total respondents who are having a qualification of matriculation and below. 47 respondents constituting 31.3 percent of the respondents have education up to higher secondary school. Graduate consists of 39 respondents which is 26 percent and there are 13 post graduates which is only 8.7 percentage.

   The results shows that the PMEGP scheme was availed the most by people who do not have high educational background.

5. 56 percent, which are 85 respondents have work experience in the same field. 29.3 percent which is 44 respondents do not have work experience and 21 respondents which is 14 percent of the total respondents have work experience, but in different field.
6. The results also show that 44 respondents have not went for training before entering in to the business. However, majority of the respondents, 70.7 percent which is 106 respondents, do not have any training.
7. A one way ANOVA was employed to check the relationship between *educational background* and *performance in terms of growth in turnover.* The F value is .156 and the *p* value is .925 which is greater than .05. Therefore, the result shows that *performance in terms of growth in turnover* is not affected by the *educational background* of the entrepreneur.

   The one way ANOVA test for *educational background* and *growth in employment* also shows that the *p* value is .963, which means that growth in employment is not affected by the educational level of the entrepreneur.

8. To examine relationship between *gender of the entrepreneur* and *performance in terms of growth in turn over*, a one-way analysis of variance was conducted. The result shows that the *p* value is .036 which is smaller than .05, which indicates that, gender has an impact towards performance of the enterprise in terms of growth in turnover.

   A one way ANOVA was also performed for examining relationship between *gender of the entrepreneur* and *growth in employment.* The result shows that the *p* value is .049 which is smaller than .05, which indicates that, employment growth is slightly affected by the gender of the entrepreneur.

9. When using a one way ANOVA to find the relationship between *age of the entrepreneur* and *performance in terms of growth in turn over* the *p* value was found to be .016 which is smaller than .05. This shows that *growth in turnover is effected by the age of the entrepreneur.*

   To examine the relationship between *age of entrepreneur* and *growth in employment* one way ANOVA was employed. The results show that the *p* value is .000 which is smaller than .05. This means that the *growth in employment* is deeply controlled by the *entrepreneur's age.*

10. A one way ANOVA test to examine relationship between *marital status of the entrepreneur* and *performance in terms of growth in turn over* shows that the *p* value is .003 which is smaller than .05, which means that there is significant relationship between *growth in turnover* and *marital status* of the entrepreneur.

    To examine relationship between *marital status of the entrepreneur* and *growth in employment*, a one way ANOVA was used. The results of the study

shows that the *p* value is .000 which is smaller than .05, which means that *growth in employment* is effected by the *marital status of the entrepreneur.*

11. A one-way analysis of variance was employed to examine relationship between *work experience of the entrepreneur* and *performance in terms of growth in turn over*. The result of the study shows that the *p* value is .807 which is greater than .05. This means that there is no connection between *work experience of the entrepreneur* and *performance in terms of growth in turn over.*

    To examine relationship between *work experience of the entrepreneu*r and *growth in employment* a one way ANOVA was employed. The result of the study shows that the *p* value is .115 which is greater than .05. This shows that *work experience of the entrepreneu*r has no impact on *growth in employment.*

12. The comparison between manufacturing sector and service sector in terms of growth in turn over and employment shows that manufacturing sector enterprises performs better both in growth in turnover and growth in employment when compared to service sector enterprises. Hence the results supports the hypothesis that, 'There is a significance difference between sector of the enterprise and performance of the enterprise'.

13. The regression analysis from the data analyzed shows that financial problems reflect the growth in turnover as the ANOVA table shows that the *p* value is .003. However, among the financial problems, only unfavorable trade terms is having a significant relationship with growth in turnover.

    Regression analysis for growth in employment and financial problems shows the significant relationship between the two through the ANOVA table, since the *p* value is .001 which is smaller than .05. However, only delays in

realization of bills have a significance relationship with growth in employment from among the financial problems.

14. Regression analysis for performance in terms of growth in turnover and labour problems shows that there is significant relationship between the two through the ANOVA table since the *p* value is .000 which is smaller than .05. However, only non-availability of skilled and experienced labour is effecting the performance whose *p* value is 0.15

    Regression analysis for growth in employment and labour problems shows the significant relationship between the two through the ANOVA table since the *p* value is .000. However, only non-availability of skilled and experienced labour and absenteeism effects the growth in employment whose *p* value is .020 and .000 respectively.

15. Regression analysis was conducted to examine the relationship between the performance in terms of growth in turnover and technical problems, through the coefficents table it can be interpreted that inadequate power supply was having an impact on the performance in terms of growth in turnover, since the *p* value is .022 which is smaller than.05.

    Regression analysis for growth in employment and technical problems shows the significant relationship between the two through the ANOVA table since the *p* value is .000, which is smaller than .05.

16. Regression analysis was conducted to examine the relationship between the performance in terms of growth in turnover and marketing problems, through the coefficient table it can be interpreted that low demand of product was having an impact on the performance in terms of growth in turnover, since the *p* value is .000 which is smaller than.05.

17. Regression analysis for growth in employment and technical problems shows that through the coefficient table it can be interpreted that low demand of product was also having an impact on the performance in terms of growth in employment, since the *p* value is .002 which is smaller than.05.
18. The Pearson chi-square test shows that there is no significant association between *type of enterprise* and *age of the entrepreneur since* the *p* value (.107) is greater than .05.
19. The Pearson chi-square test also shows that there is no significance association between *type of enterprise* and *educational background of the entrepreneur,* since the *p* value (.771) is greater than .05.
20. The result of the chi-square test shows that type of enterprise is dependent of gender of the entrepreneur since the *p* value is .044 which is less than .05.
21. The Pearson Chi-square shows that the there is no significant association between *type of enterprise* and *work experience of the entrepreneur* since the *p* value (.253) is more than .05.

2. Suggestions:

Several suggestions can be made subsequent to the research results and expressions of the respondents.

a) Majority of the entrepreneurs are male entrepreneurs which is 61.3 percent. Therefore, it is suggested that the PMEGP implementing agency such as DIC, KVIC and KVIB should take certain measures while selecting applicants such that male and female entrepreneurs are selected at an equal proportion.

b) 51.3 percent of the entrepreneurs are in the age group of 31-40 which earns the majority. The younger age group should be encouraged to start the business venture at an early age.

c) As it can be seen from the results of the study that educational background does not reflects on the performance of the micro enterprises, the PMEGP selection board should be aware that applicants should not be judged based on their level of education.

d) Since manufacturing enterprises performs better than service enterprises under PMEGP emphasis should be given to nurture the growth of the service sectors.

e) From the results it can be seen that the micro entrepreneurs faced the problem of unfavorable trade terms, to avoid such complications, the entrepreneurs should always have a proper agreements preferably written agreements as far as applicable with their business partners and clients.

f) To tackle the problem of in adequate power supply the entrepreneurs are suggested to have a power supply back up, such that their business is not affected at the time of power cuts. For high electricity charges, the nodal government department should take necessary actions, such that all benefits under the tariff for micro entrepreneurs are enjoyed.

3. Conclusions:

The characteristic of individuals are both attributed and attained. Attributed characteristics are those fixed and are based on background attributes such as race, ethnicity, gender, and age. Attained characteristics are those that relate

to individual, social, and intellectual growth, such as education, experience (Crook 1997). The study was conducted with the objectives of examining the performance of micro entrepreneurs using the attributed and attained characteristics.

The results of the study disproved the first hypothesis that, performance of an enterprise has a significant relationship with the educational background of the entrepreneur. Therefore it can be conclude that educational level is not having an impact on the performance of micro enterprises under PMEGP. However, the second hypothesis, *performance of an enterprise has a significant relationship with gender of the entrepreneur* was accepted. Hence, it can be interpreted that gender affects the performance of micro entrepreneurs. The third hypothesis, *there is a significant relationship with performance of an enterprise and work experience of an entrepreneur* was rejected. The last hypothesis, *there is significance difference between sector of enterprise and performance of the enterprise* was also supported through percentage comparison. The result shows that manufacturing enterprises performs better than service enterprises.

4. Limitations of the study and Future Scope of research:

The present study is based on primary data, so there are many complications while collecting the data. There are many beneficiaries who changed their address from the time of applying PMEGP. Therefore, there are many invalid addresses of PMEGP beneficiaries that have been collected from the DIC. It was very time consuming to find the correct address of the beneficiaries. Due

to time constraints, the study was limited to only PMEGP beneficiaries in Aizawl under DIC. The study may not able to represent the overall performance of PMEGP beneficiaries in Mizoram. The study was carried out for a particular period of tie and may not be applicable for other time period.

From the light of the study future researches can be conducted by increasing the sample size, area of study and period of study to cover the whole of Mizoram. The study is confined to PMEGP beneficiaries however; performance of different government schemes can be studied. Further studies can also be conducted on the government side apart from the entrepreneurs' side; performance of DICs, KVIC,KVIB and the process of selection of viability projects for PMEGP can also be studied.

5. References:

1. **Book:**

Crook, C. J. (1997). *Cultural Practices and Socioeconomic Attainment: The Australian Experience.* Praeger: Greenwood publishing group.

Appendix-I

Article published in journal

"*Psychological Factors Affecting Performance of Micro Entrepreneurs: A case study on PMEGP beneficiaries in Aizawl***"**, Universal Review Joural, vol. 8, no. 5, May (2019), ISSN 2277-2723

Paper presented in seminar

Presented a paper entitled, *"Psychological Factors Affecting Performance of Micro Entrepreneurs: A case study on PMEGP beneficiaries in Aizawl",* on national seminar on contemporary psychosocial issues organized by Mizoram University Psychology Alumni Association in collaboration with Department of Psychology, Mizoram University.

Appendix-II

QUESTIONNAIRE

SECTION-1

(Profile of entrepreneur)

1. Name of entrepreneur :_____
2. Age of the entrepreneur :_____
3. Name of the Enterprise :_____
4. Year of Establishment :_____
5. Type of Enterprise :
    1. Manufacturing ☐
    2. Service ☐
6. Gender of the person running the business enterprise:
    1. Male ☐
    2. Female ☐
7. Age of the entrepreneur
    1. 21-30 ☐
    2. 31-40 ☐
    3. 41-50 ☐
    4. 51 and above ☐
8. Marital Status of the entrepreneur:
    1. Single ☐
    2. Married ☐
    3. Widowed ☐
    4. Divorced ☐
9. Educational background of the entrepreneur:
    1. Matriculation and below ☐
    2. Up to Higher Secondary School ☐
    3. Graduate ☐
    4. Post Graduate ☐
10. Do you have work experience in the past:
    1. Yes, in the same/similar field ☐
    2. Yes, but in a different field ☐
    3. No work experience ☐

11. Did you undertake trainings with respect to your current business before entering into the current business?
    1. Yes ☐
    2. No ☐

12. What are the motivational factors in starting this business enterprise?
(Please tick)

(SD-Strongly Disagree DA-Disagree, N-Neutral, A-Agree , SA-Strongly Agree)

Sl No	**Motivational Factors**	**1**	**2**	**3**	**4**	**5**
1	To fulfill the ambition of Parents					
2	To fulfill own ambition					
3	To keep myself busy and engaged					
4	For improving economic status and social prestige					
5	I am not educated to seek a job					
6	I cannot get a job					
7	Subsidy schemes of PMEGP					
8	After seeing successful people through PMEGP scheme					
9	To create employment for others through the business					
10	Experience in the line of current business					
11	Availability of raw materials					
12	High demand of product					

SECTION-2

(Profile of the business enterprise)

1.

	Over 25%	10-25%	Less than 10%	No Growth	Become Smaller
Growth in Sales/Turn over During the past 3 years					

2.

	Decrease in employee	Same No of employee	Employee increase by 1-2	Employee increase by 3-4	Employee increase by 5 or more
Employment Status					

SECTION-3

Please select the general problems that is faced while running the business enterprise (Please tick)

(SD-Strongly Disagree DA-Disagree, N-Neutral, A-Agree , SA-Strongly Agree)

SN		PROBLEMS	1	2	3	4	5
1		**GENERAL**					
	a	Finding site for establishing business					
	b	Procedural formalities-cumbersome					
	c	Nature of subsidy					
	d	Delay in getting finance					
	e	Lack of public transportation					
	f	High transportation cost					
	g	Poor roads condition for transportation					
	h	Entrepreneur is lack of experience					
	i	Not adequate assistance and follow up programs by the implementing agency					
	J	Lack of thorough study about project viability before applying PMEGP					
2		**FINANCE**					
	a	Shortage of working capital					
	b	Shortage of fixed capital					
	c	Delays in realization of bills					
	d	Unfavourable trade terms					
3		**LABOUR**					
	a	Non-availability of skilled and experienced labours					
	b	Non-availability of cheap labours					
	c	Low productivity					
	d	Absenteeism					
	e	Labour strikes					
	f	Disputes					
4		**TECHNICAL PROBLEMS**					
	a	Unsuitable machinery					
	b	Inadequate power supply					
	c	High electricity charges					
	e	Frequent break down of machineries					
5		**MARKETING PROBLEMS**					
	a	Low demand of product					
	b	Competition with local firms					
	c	Competition with firms/companies from outside the state					
	d	Poor sales promotion and potential clients are not aware of the product/services					
	e	In-efficient sales force					

BIBLIOGRAPHY:

1. Journal Papers:

Ajithan, S. (2014). Perception of the Beneficiaries of PMEGP: A Micro Level Study. *J Socialomics, 3*(2), 1-5.

Ali, J., & Shabir, S. (2017). Does gender make a difference in business performance?: Evidence from a large enterprise survey data of India. *Gender in Management: An International Journal, 32*(3), 218-223.

Arthur, J. B. (1994). Effects of Human Resource Systems on Manufacturing Performance and Turnover. *Academy of Management Journal, 37*(3), 670-687.

Awang, A., Khalid, S. A., Yousof, A. A., Kassim, K. M., Ismail, M., Zain, R. S., et al. (2009, September). Entrepreneurial Orientation and Performance Relations of Malaysian Bumiputera SMEs: The Impact ofSome Perceived Environmental Factors. *International Journal of Busness and Management, 4*(9), 84-96.

Bakar, L. J., & Ahmad, H. (2010). Assessing the relationship between firm resources and product innovation performance. *Business Process Management Journal, 16*(3), 420-435.

Begley, T. M., & Boyd, D. P. (1987). Psychological characteristics associated with performence in entrepreneurial firms and smaller businesses. *Journal of Business Venturing, 2*(1), 79-93.

Belias, D., & Koustelious, A. (2013). The influence of gender and educational background of greek bank employees on their perceptions of organizational culture. *International Journal of Human Resource Management and Research, 3*(5), 1-9.

Bhuyan, U. (2016). Study on the Performance of Micro, Small and Medium Enterprises (Msmes) in India. *Global Journal of Management and Business Research:Administration and Management, 16*(9), 1-5.

Bowen, M., Morara, M., & Mureithi, S. (2009). Management of business challenges among small and micro enterprises in Nairobi-Kenya. *KCA Journal of Business Mnagement, 2*(1), 16-31.

Carrol, G. R. (1983). A stochastic model of organizational mortality: Review and reanalysis. *Social Science Research, 12*(4), 303-329.

Chaganti, R., & Parasuraman, S. (1997). A Study of the Impacts of Gender on Business Performance and Management Patterns in Small Businesses. *Entrepreneurship Theory and Practice, 21*(2), 73-76.

Chaganti, R., & Parasuraman, S. (1997). A Study of the Impacts of Gender on Business Performance and Management Patterns in Small Businesses. *Entrepreneurship Theory and Practice, 22*(2), 73-76.

Chaganti, R., Chaganti, R., & Mahajan, V. (1989). Profitable Small Business Strategies Under Different Types of Competition. *Entrepreneurship Theory and Practice, 13*(3), 21-36.

Chand, M., & Katou, A. A. (2007). The impact of HRM practices on organisational performance in the Indian hotel industry. *Employee Relations, 29*(6), 576-594.

Child, J. (1974). Managerial and organizational factors associated with company performance part 1. *Journal of Management Studies, 11*(3), 175-189.

Chiliiya, N., & Lombard, R. M. (2012). Impact of Level of Education and Experience on Profitability of Small Grocery Shops in South Africa. *International Journal of Business Management and Economic Research, 3*(1), 462-470.

Choudhury, J. (2010). Performance Impact of Intellectual Capital: A Study of Indian it Sector. *International Journal of Business and Management, 5*(9), 72-80.

Cooper, A. C. (1993). Challenges in predicting new firm performance. *Journal of Business Venturing, 8*(3), 241-253.

Covin, J. G., & Covin, T. J. (1990, July). Competitive Aggressiveness,Environmental Context,and Small Firm Performance. *Entrepreneurship theory and practice, 14*(4), 35-50.

Daizova, J., & Sharma, L. (2014, November). An Analysis of the Performance of Mizoram Khadi and Village Industry Board underPMEGP Scheme. *European Academic Research, 2*(8), 10408-10417.

Das, P. (2017, March). Micro, Small and Medium Enterprises(MSME) in India: Opportunities, Issues & Challenges. *Great Lakes Herald, 11*(1), 77-88.

Dholakia, B. H. (1978). Relative Performance of Public and Private Manufacturing Enterprises in India: Total. *Economic and Political Weekly, 13*(8), 4-11.

Elsaid, E. (2014). Examining The Effect Of Change In CEO Gender, Functional And Educational Background On Firm Performance And Risk. *The journal of applied business research, 30*(6), 1605-1614.

Fairoz , F. M., Hirobumi, T., & Tanaka, Y. (2010). Entrepreneurial Orientation and Business Performance of Small and Medium Scale Enterprises of Hambantota District Sri Lanka. *Asian Social Science, 6*(3), 34-46.

Fatoki, O. O. (2011). The Impact of Human, Social and Financial Capital on the Performance of Small and Medium-Sized Enterprises (SMEs) in South Africa. *Journal of Social Sciences, 29*(3), 193-204.

Goedhuys, M., & Sleuwaegen, L. (2000). Entrepreneurship and growth of entrepreneurial firms in cote d'Ivoire. *Journal of Development Studies, 36*(3), 123-145.

Gupta, H., & Nanda, T. (2015). A quantitative analysis of the relationship between drivers of innovativeness and performance of MSMEs. *International Journal of Technology, Policy and Management, 2*(2015), 128-157.

Hawawini, G., Subramanian, V., & Verdin, P. (2002). Is performance driven by industry-or firm-specific factors? A new look at the evidence. *Strategic Management Journal, 24*(1), 1-16.

Huselid, M. A. (1995). The Impact Of Human Resource Management Practices On Turnover, Productivity, And Corporate Financial Performance. *Academy of Management Journal, 38*(3), 635-672.

Kalleberg, A. L., & Leicht, K. T. (1991). Gender and Organizational Performance: Determinants of Small Business Survival and Success. *Academy of Management Journal, 34*(1), 136-161.

Kamunge, S. M., Njeru, D. A., & Tirimba, O. I. (2014, December). Factors Affecting the performance of Small and Micro Enterprises in Limuru Town Market of Kiambu County, Kenya. *International Journal of Scientific and Research Publications, 4*(12), 1-20.

Katyal, A., & Xaviour, B. (2015, Februrary). A Study on MSMEs'-Role in Propelling Economic Development of India & a discussion on current HR issues in MSMEs' in India. *International Journal of Scientific and Research Publication, 5*(2), 1-11.

Khan, E. A., & Quaddus, M. (2015). Examining influence of business environment on socio-economic performance of informal micro-enterprises. *International Journal of Sociology and Social Policy, 34*(4), 273-288.

Magoutas, A. L., Papadogonas, T. A., & Sfakianakis, G. (2012). Market Structure, Education and growth. *International Journal of Business and Social Science, 3*(12), 88-95.

Masakure, O., Henson, S., & Cranfield, J. (2009). Performance of microenterprises in Ghana: a resource-based view. *Journal of Small Business and Enterprise Development,, 16*(3), 466-484.

McGee, J. E., Dowling, M. J., & Megginson, W. L. (1995). Cooperative strategy and new venture performance: The role of business strategy and management experience. *Strategic Management Journal, 16*(7), 565-580.

Miller, D. (1988). Relating Porter's Business Strategies to Environment and Structure: Analysis and Performance Implications. *Academy of Management Journal, 31*(2), 280-308.

Murthy, D. (2016, February). Performance Evaluation of MSMEs – An Empirical Study Abstract. *International Journal of Research and Development - A Management Review (IJRDMR), 5*(1), 77-82.

Navulla, D., & Sunitha, G. (2016, February). A study on industrial sickness in India. *International Journal of Science Technology and Management, 5*(01), 83-96.

Odhiambo, A. A. (2013, May). Factors influencing performance of youth owned micro, small and medium enterprises(MSME) in Kenya. *International Journal of Arts and Entrepreneurship, 1*(3), 263-272.

Pal, K., & Soriya, S. (2012). IC performance of Indian pharmaceutical and textile industry. *Journal of Intellectual Capital, 13*(1), 120-137.

Pheng, L. S., & Chuan, Q. T. (2006). Environmental factors and work performance of project managers in the construction industry. *International Journal of Project Management, 24*(1), 24-37.

Rosa, P., Hamilton, D., Carter, S., & Burns, H. (1994). The Impact of Gender on Small Business Management: Preliminary findings of a British study. *International Small Business Journal, 12*(3), 25-32.

Salunkhe, G. J. (2016, May). Evaluating Prime Minister Employment Generation Programme(PMEGP) in rural area of Kolhapur District. *International Journal of Engineering Sciences and Management Research*, 85-92.

Sexton, D., & Bowman, N. (1986). Validation of a personality index. *Frontiers of Entrepreneurship, 5*(3), 40-51.

Shipley, N. L., & Jackson, M. J. (2010). The effects of emotional intelligence, age, work experience, and academic performance. *Research in Higher Education Journal, 9*(1), 1-18.

Singh, K. (2000). Effect of Human Resources Management (HRM) Practices on Firm Performance in India. *Indian Journal of Industrial Relations, 36*(1), 1-23.

Singh, K. (2004). Impact of HR practices on perceived firm performance in India. *Asia Pacific Journal of Human Resources, 42*(3), 301-317.

Singh, S. P., Reynolds, R. G., & Muhammad, S. (2001). A Gender-Based Performance Analysis of Micro and Small Enterprises in Java, Indonesia. *Journal of Small Business Management, 39*(2), 174-182.

Stuart, R., & Abetti, P. (1990). Impact of entrepreneurial and management experience on early performance. *Journal of Business Venturing, 5*(3), 151-162.

Sursh, A. (2012, July). A Study on Assessing the Performance of Micro, Small and Medium enterprise of Canara Bank. *International Journal of Engineering and Management Research, 2*(7), 1-8.

Van egeren, M., & Connor, S. O. (1998). Drivers of market orientation and performance in service firms. *Journal of Services Marketing, 12*(1), 39-58.

Vandersluis, J., Praag, M. V., & Vigverberg, W. (2005). Entrepreneurship Selection and Performance: A Meta-Analysis of the Impact of Education in Developing Economies. *The World Bank Economic Review, 19*(2), 225-261.

Vijayakumar, T., & Naresh, B. (2013). Women entrepreneurship in india- Role of women in small and medium enterprises. *TRANS Asian Journal of Marketing & Management Research, 2*(7), 13-25.

Watson, J. (2001). Examining the impact on performance of demographic differences between male and female controlled SMEs. *Small Enterprise Research, 9*(2), 55-70.

Zahra, S. A. (1996). Technology strategy and financial performance: Examining the moderating role of the firm's competitive environment. *Journal of Business Venturing, 11*(3), 189-219.

2.Thesis:

Chetri, S., & Dhar, S. (2001). *shodhganga@inflibnet:Financing Micro enterprises in Bhutan Systems Problems and Prospects An Empirical study.* Retrieved April 2, 2018, from shodhganga.inflibnet: http://hdl.handle.net/10603/137002

Laskar, B. I. (2009). *Shodhganga@INFLIBNET:Small scale and cottage industries in mizoram problems and.* Retrieved April 12, 2018, from Shodhganga@INFLIBNET: http://hdl.handle.net/10603/120138

Prabhavathi, K., & Muruganandam, V. (2015). *shodhganga@inflibnet: Growth of entrepreneurship through micro enterprises a study with reference to Madurai district Tamil Nadu.* Retrieved April 12, 2018, from shodhganga.inflibnet: http://hdl.handle.net/10603/136621

3.Books:

Crook, C. J. (1997). *Cultural Practices and Socioeconomic Attainment: The Australian Experience.* Praeger: Greenwood publishing group.

Davidsson, P. (2004). *Researching Entrepreneurship.* New York: Spinger US.

Kothari, C., & Garg, G. (2014). *Techniques, Reseearch Methodology:Methods and* (3rd ed.).

Panda, R., & Meher, R. K. (1992). *Industrial Sickness, a Study of Small-scale Industries.* New Delhi: Ashish Publishing House.

Sharepo, A. (1971). *An action program for entrepreneurship : the design of action experiments to elicit technical company formations in the Ozarks region.* Austin: Multi-Disciplinary Research, in.

4.Websites:

Chirwa, E. W. (2008, September). *Effects of gender on the performance of micro and small enterprises in Malawi.* Retrieved April 12, 2018, from Development Southern Africa: https://www.tandfonline.com/doi/abs/10.1080/03768350802212139

msme. (2016, 4 28). *Prime Minister Employment Generation Programme*. Retrieved April 12, 2018, from my.msme.gov.in: https://my.msme.gov.in/MyMsme/Reg/COM_PMEGPForm.aspx

msme.gov.in. (2017, 11). *PMEGP*. Retrieved 4 3, 2018, from msme.gov.in: https://msme.gov.in/11-prime-ministers-employment-generation-programme-pmegp

Vikaspedia. (2018, March 24). *PMEGP-Vikaspedia*. Retrieved April 3, 2018, from Vikaspedia: http://vikaspedia.in/agriculture/policies-and-schemes/rural-employment-related-1/pmegp

5. Annual Report:

msme. (2018). *Annual Report 2017-18 (MSME).* Government of India.

PARTICULARS OF THE CANDIDATE

NAME OF CANDIDATE : B.Lalramengmawia

DEGREE : Master of Philosophy

DEPARTMENT : Management

TITLE OF DISSERTATION : Performance analysis of micro enterprises: A case study on PMEGP beneficiaries in Aizawl.

:

DATE OF PAYMENT OF ADMISSION : 02/08/2017

(Commencement of First Semester)

COMMENCEMENT OF SECOND

SEM/DISSERTATION : 3/08/18

(From Conclusion of end semester exam)

APPROVAL OF RESEARCH PROPOSAL

1. **BOPS** : 24.04.2018
2. **SCHOOL BOARD** :

REGISTRATION NO. & DATE : MZU/M.Phil/461 of 02.05.2018

DUE DATE OF SUBMISSION : 31/07/2019

EXTENTION (IF ANY) : One Semester (Till 31/07/2019)

Head

Department of Management

Head
प्रबंधन विभाग
Department of Management
मिज़ोरम विश्वविद्यालय
Mizoram University
आइज़ोल - ७९६००४
Aizawl - 796004

BIO-DATA

NAME : B.Lalramengmawia

FATHER'S NAME : B.Lalmuana

SEX : Male

NATIONALITY : Indian

PRESENT ADDRESS : M-112/D Luangmual, Aizawl Mizoram 796009

PERMANENT ADDRESS : E-43 Zohnuai, Lunglei Mizoram 796701

PHONE NO. : 9862229895

Email : ramtea88@gmail.com

EDUCATIONAL QUALIFICATIONS

Sl.no.	Name of Examinations	Year of Passing	Name of the Board/University	Percentage/Grade
1	HSLC	2005	Mizoram Board of School Education (MBSE)	56.8%
2	HSSLC	2007	Mizoram Board of School Education (MBSE)	37%
3	B.A	2011	Sikkim Manipal University	57.73%
4	M.B.A	2014	Pondicherry University	6.97 C.G.P.A Equivalent to 64.7%

PERFORMANCE ANALYSIS OF MICRO ENTERPRISES: A CASE STUDY ON PMEGP BENEFICIARIES IN AIZAWL

ORIGINALITY REPORT

%8	%4	%1	%7
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Higher Education Commission Pakistan Student Paper	%1
2	www.shanlaxjournals.in Internet Source	%1
3	Submitted to Manipal University Student Paper	%1
4	Submitted to B.S.Abdur Rahman Crescent Institute of Science & Technology Student Paper	<%1
5	Submitted to Auckland Institute of Studies at St. Helens Student Paper	<%1
6	msme.gov.in Internet Source	<%1
7	irep.ntu.ac.uk Internet Source	<%1
8	Submitted to University of Wales Institute,	

Dr. K. Lalromawia
Asst. Professor
Department of Management
Mizoram University

—	**Cardiff** Student Paper	<%1
9	**Submitted to University of Southern Queensland** Student Paper	<%1
10	**Submitted to University of Pune** Student Paper	<%1
11	**Submitted to Indian Institute of Technology, Madras** Student Paper	<%1
12	**www.mitpublications.org** Internet Source	<%1
13	**www.ijbssnet.com** Internet Source	<%1
14	**www.aponline.gov.in** Internet Source	<%1
15	**Submitted to University of Nairobi** Student Paper	<%1
16	**Submitted to University of Salford** Student Paper	<%1
17	**Submitted to North West University** Student Paper	<%1
18	**Submitted to iGroup** Student Paper	<%1
	de.slideshare.net	

19	Internet Source	<%1
20	Submitted to Taylor's Education Group Student Paper	<%1
21	Submitted to Kenyatta University Student Paper	<%1
22	Submitted to University of Greenwich Student Paper	<%1
23	Submitted to MCI Management Centre Innsbruck Student Paper	<%1
24	Martha Ríos-Manríquez, María Dolores Sánchez-Fernández, Elisa Isabel Cano Montero. "Chapter 17 Entrepreneurship in Emerging Economies: A Microenterprise Case", Springer Nature, 2018 Publication	<%1
25	aimsr.ac.in Internet Source	<%1
26	Submitted to Intercollege Student Paper	<%1
27	www.dcmsme.gov.in Internet Source	<%1
28	Submitted to Segi University College Student Paper	<%1

29	J. van der Sluis. "Entrepreneurship Selection and Performance: A Meta-Analysis of the Impact of Education in Developing Economies", The World Bank Economic Review, 08/31/2005 Publication	<%1
30	collected.jcu.edu Internet Source	<%1
31	bsum.edu.ng Internet Source	<%1
32	baadalsg.inflibnet.ac.in Internet Source	<%1
33	Submitted to William Jessup University Student Paper	<%1
34	Submitted to Monash South Africa Student Paper	<%1
35	my.msme.gov.in Internet Source	<%1

EXCLUDE QUOTES ON

EXCLUDE BIBLIOGRAPHY ON

EXCLUDE MATCHES < 14 WORDS

Dr. K. Lalromawia
Asst. Professor
Department of Management
Mizoram University