

**AN ECONOMIC ANALYSIS OF SOLOPRENEURS IN SELECTED STUDY
AREA
BY**

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(21PEC002)**

**A THESIS SUBMITTED TO THE
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OF MASTER OF ECONOMICS**

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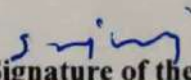
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Certified as a Bonafide Research work


**Signature of the
Supervisor**


**Signature of the
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AN ECONOMIC ANALYSIS OF SOLOPRENEURS IN SELECTED STUDY AREA

CHAPTER-I

INTRODUCTION

The important rise of the start-ups has made India as the third largest start-ups ecosystem in the world and it has significantly impacted the Indian economy. The solopreneurs will help in showcasing the ability to contribute approximately 4-5 percent to the GDP of India. Contribution of the MSMEs to GDP in India in the financial year 2012-2021 is noteworthy. Micro, small, and medium scale enterprises across India accounted for nearly 27 percent of India's GDP in the financial year of 2021.

India is steadily establishing a strong startup ecosystem. The government has taken numerous actions. The Government of India's flagship programme, Start-up India, intends to build an environment that is robust and supportive of the development of new firms, promote long-term economic growth, and generate a significant number of job opportunities. The goal of this programme is to enable companies to develop through innovation and design.

Solopreneur is one who organizes, manages, and assumes the risks of a business or enterprises without the help of a partner. Solopreneurs have 100% total creative freedom, autonomy, and independence. As a solopreneur, a person gets to choose his/her projects and goals. He is also completely in control of achievement of the end product or result. Solopreneur is a relatively new word. So, while the broad definition is straight-forward, a lot of different interpretations over the details of solopreneurs prevails and how it relates to other types of business owners. The most common definition of a solopreneur is: "A professional who starts a business with no intention of ever adding staff." "A true solopreneur is a professional who starts and develops a business (with no employees) that is portable, scalable, and produces passive income". The major distinction between a solopreneur and an entrepreneur relates to employees. That doesn't mean he/she as a solopreneur, have to do everything by themselves they might hire contractors or freelancers but they still hold full responsibility for running their business.

Tips of the solopreneurs

1) Identify desire

As a solopreneur are going to spend a lot of time and effort on their business, so it is vital to do something to enjoy. Solopreneurs will need to find a business that strikes your passion and that you can see by ourselves doing for the long term.

2) Find a base to work them

A coworking space is the best option for solopreneurs at every stage of development. Co working options like Bond Collective will provide beautifully decorated, professional- looking offices space with the unmatched amenities that the solopreneurs will not have to worry about the infrastructure of their business.

3) Don't Give up

Becoming a solopreneur is fraught with challenges. But do not let these challenges will defeat the time of the solopreneurs are difficult, and make the goal to power through. There is always light at the end of the tunnel. The line that separates a successful solopreneur from an unsuccessful solopreneur is the ability to persevere through the lows in expectations of the highs.

4) Surround solopreneur with like-minded individuals

Working as a solopreneur can be incredibly isolating, over time that the isolation can have a profoundly negative effect by our motivation, inspiration, and focus. Surroundings by themselves with like- minded people by the solopreneurs and the entrepreneur digital nomads, or just business professionals that gives the support the needs to continue working at a high level.

5) Stick to the plan

Dips in profits or sudden spikes in income are not sign that it is time to pivot. They are just the regular ups and downs of business. Success is a series of triumphs and failures a line on a graph with peaks and valleys, but will keeps that the line pointing in an overall upward direction is our consistent effort.

6) Do not be afraid to pay for the right tools

As a solopreneur they will need to depend almost exclusively on the tools of our every day. A solopreneur will make the furniture, and other construction implements. The solopreneurs and the type of business and they will embark and spend more for

the most- used tools. And give the speed of the solopreneur job is done in a timely manner, and adopt the business will grows and evolves.

7) Automatic Tasks with apps and systems

Take an advantage of the endless array of apps and the automated systems available online and in the cloud. Even a simple time-tracking app can improve their performance, maximize and efficiency. And save the time and can give the full attention to the tasks that really matter. Solopreneur business it is also essential to remember to become a solopreneur in the first place. This helps to stay with the firm and started to resolve to succeed and sustain in the lean times.

8) Stay organised

Organization is crucial for the solopreneur and they have to get a lot to do in a short time to do their work. And there is no room to waste time in searching for documents or by recreating the wheel by every time and the solopreneur need to spend time as an invoice.

According to the indicators of the women entrepreneurs was categorized by the total entrepreneur's activity rate and by the indicators of age group of (18-64) that got increased to 14.4% in the 2021, and in the year of 2020 the age group of the entrepreneurs got decreased to 5.3%. Number of startups will increase to 72993 in the year of 2022 and got decreased in the 2016 to 471 startups. 11% of the adult population in India are engaged on the early-stage entrepreneurs' activities and only the 5% of the people will go to establish their own business. When compared to the lowest rates in world.

Brazil has the highest rate of women entrepreneurs of 17% south Africa has 3% of the women entrepreneurs than compared to Brazil simultaneously China has 8% of women entrepreneurs. Russia and India have 5% of the women entrepreneurs. At the same time, business discontinuation rate in India will be highest in the world of 26.4%.

The major distinction between a solopreneur and an entrepreneur relates to employees. That doesn't mean he\she as a solopreneur, have to do everything by themselves they might hire contractors or freelancers but they still hold full responsibility for running their business

Difference between solopreneurs and entrepreneurs:

SL NO:	Solopreneurs	Entrepreneurs
1.	Solopreneurs will do everything in their business.	Entrepreneurs will manage and delegate tasks.
2	Solopreneurs will have a single business focus.	Entrepreneurs will look for new ways to grow their business offering.
3	Solopreneurs will need not spend much time on logistics	Entrepreneurs will spend a lot of time on decision-making.
4	Solopreneurs will deal with a less financial risk.	Entrepreneurs need to think about payroll, benefits, and taxes.
5	Solopreneurs will not build the business with the intention of selling it.	Entrepreneurs will build the business with the intention of selling it.
6	Solopreneurs are more about the work than the networking.	Entrepreneurs are more about the networking than the work.
7	Solopreneurs do not want to be managers.	Entrepreneurs want to be managers.
8	Solopreneurs are content to run a one-person shop.	Entrepreneurs are not content to run a one-person shop.

Entrepreneurship is the ability and that will help to readiness to develop, organise, and run a business enterprise, to make a profit. The best example of the entrepreneurship is a starting a new ideas or new innovation and bring a new idea in the market and by replacing old ideas with the help of the new ideas.

In India, women's work and the employment of the women and which helps to raise with the help of the social and the economic problems. The women entrepreneurs help to study the socio- economic profile of the respondents of the entrepreneurs namely that the women entrepreneurs in a given study area. The entrepreneurs help to identify the factors influencing the performance of the women entrepreneurs in the given study units. Entrepreneurs helps to understand the institutional and the non- institutional assistance with the help of the promotion of the

entrepreneurship. The critical problems of solopreneurs that to determine the success of the entrepreneurs as well as the solopreneurs which will get differs from business to business as well as differs from person to person.

Startups are the result of a founder's innovative idea. These concepts may fail if they are not properly planned and executed. Startups fail to set long-term objectives. They have an idea that they are unable to transform into a vision. When startups fail to plan, they are unable to execute effectively. Entrepreneurs do not intend to fail.

Planning for human resources is essential since inadequate human resources can cause project delays and an overestimation of human resources might result in additional expenses for the startups. Startups with few resources. Most of the time, startups cannot match the remuneration offered by well-established companies. Startups struggle to find and keep talented employees. Finding human resources with complementary skill sets and keeping them on board for a longer period is a problem. (Babu and Sridevi (2018))

In recent years, startups have encountered new, unforeseen difficulties such as natural disasters, health risks that contribute to the economy's downturn, such as earthquakes, floods, Covid 19, etc. The current pandemic of 2019 had a detrimental influence on startups in several industries, including lending, fashion, travel, and mobility.

The situation in India is similar to several startups recently had to stop operating. According to a recent FICCI poll of 250 Indian startups, Covid- 19 had a negative effect on 70% of the startups' businesses (FICCI-IAN Survey on the Impact of Covid-19 on Indian Start-ups 2020).

ISSUES FACED BY THE SOLOPRENEURS:

- **Diversification of time to earn more income:**

People feel that the income earned in fixed duration of time in their regular job is enough to run their family. They are not willing to diversify their time to earn more income effectively.

- **Diversification of activities to earn more income:**

There are so many administrative tasks, and diversification of their activities that will result in earning more income at some point, but people are reluctant to do so and continue to do the fixed tasks assigned to them in their regular jobs.

- **An unwillingness to do the hard work:**

Having a job is a way better than running a business, as it involves lots of hard work and efforts to be put for at least the initial years of business, usually longer and sometimes forever to develop the business.

Most people don't realize that hard work pays better reward if made effectively. People are satisfied with the minimal hard work made to have a secured job which is a barrier for their growth.

- **Risk of the solopreneurs:**

Entrepreneurs will face lot of problems like bankruptcy, financial risk, and the economic risk. Entrepreneurs need to take a plan wisely in the terms of budgeting and helps the investors by considering their risks and by creating a realistic business plan.

- **PROCEDURE FOR DECISION MAKING IN SOLOPRENEURSHIP**

Identify your goal

One of the most effective decision-making strategies helps to keep an eye on your goal. The purpose is to identify their goals in their business and the problem that will needs to be solved.

Gather information for weighing your options

When the solopreneurs will make a good decision and that is best to gather a necessary information and that is directly related to the problem.

Consider the consequences

This is one of the important decisions making of the solopreneurs that will help to determine the final decision and that will help to impact by ourselves. In the final decision of the solopreneurs that will affect the solopreneurs business and that will also help the future of the solopreneurs.

Make your decisions:

Solopreneurs will help to decide and gathered all the necessary information and weighed their consequences of the solopreneurs, and that is the best time to make a choice and helps to execute their final decisions. At that time, understanding the problems of the solopreneurs with a lot of anxiety is important and that will have a trust in their business.

Evaluate your decisions:

In order to evaluate their decisions and put it into actions of the solopreneurs, and further helps the entrepreneurs to develop their decision making. This step is a fundamental problem of the solopreneurs that may require to bring a new information and makes some changes along with the procedure of the decision-making process.

GOVERNMENT SCHEMES FOR SOLOPRENEURS

- **PRADHAN MANTRI MUDRA YOJANA**

Pradhan Mantri MUDRA Yojana is a Government of India schemes which enables a small borrower that will helps to borrow loans from the banks, MFIs, NBFCs for the loans up to 10 lakhs for the non-farm income that is generating from the activities. Generally, these schemes help the small borrower to borrow from bank of 10 lakhs that was issued to the micro small enterprises is provided without any collaterals. This schemes mostly availed of by women.

- **STAND UP INDIA SCHEME**

The objectives of this schemes are to facilitate the bank loans between 10 lakhs to 1 crore that was provided for the least one scheduled caste or for the scheduled tribe people borrower and at least one woman should borrower from the bank that will helps to setting a project.

- **GRAM UDYOG VIKAS YOJANA**

This scheme was introduced in May 1977 that will helps to mobilise the funds from the banking institutions that will helps to fill the gap at the time of actual fund requirement, and it is available from the budgetary sources. On the other hand, these schemes help the ministry of micro small medium enterprises that has been approved a programme for the benefits of artisans involved in some part of the manufacturing sectors.

ESSENTIAL QUALITIES OF SUCCESSFUL SOLOPRENEURS:

- **PASSION**

Every business owner should always be passionate people. In the absence of the business partners or the co-founders that the solopreneurs need to be his own cheerleaders. A passion of the solopreneurs in their cause of their work that we will need to make a work in an enjoyable way.

- **DETERMINATION**

The solopreneurs must need to be determined by themselves that is the hard days of the solopreneurs that will get rejected that is especially for the new business. The solopreneurs will think of the people for the betterment for the development of the successful entrepreneurs.

- **CREATIVITY**

The solopreneurs should be creative in their all fields of their business, from the ideas of the clients for designing the product and creating a customer engagement in their business or by coming up with the new service and it requires new innovations, new technology, and by creating the business in a successful one.

- **SELF- MOTIVATION**

As a solopreneur, need to motivate their hard work by ourselves. No boss is compelling that will show the daily wage earners of the entrepreneurs is successful solopreneurs are self- motivated and the work of the solopreneurs is inconsistent than compared to others.

- **ORGANIZATION**

One of the most critical stages of the solopreneurs is developing their life skills in them. As a solopreneur that he will face a lot of big and small problems in managing their business by himself. That the solopreneurs will not have an assistant by organising the work then and there. He is only a person that he should manage all the risks and he want to do all the work by themselves.

- **ADAPTABILITY**

The business plan of the solopreneurs was likely to change, that the business of the solopreneurs may have to go down to a different path. By adapting the changes in their business quickly and by continuing to grow the business in a successful way. The essential qualities of the solopreneurs are an open- minded and adaptable to any of the

changes occurs in their business. And the solopreneurs come along with the ultimate changes and that will make a business more resilient.

ROLE OF WOMEN IN INDIA'S ECONOMY:

In India 20.37% of women are the owner of the MSME and which account for the 23.3% of the labour force. They are considered to be the backbone of the economy. According to the McKinsey Global, India will potentially add the 700 million of the global GDP that helps to increase with the help of the women's participation in the labour force. The percentage of women working in the manufacturing and the agricultural sectors is higher than the men. These sectors are usually credited with the help of the families that they are come out from the poverty and contribute to the higher household income. On the other hand, the literacy rate of the women grew to 8.8 in the financial year of 2021, that further highlights the bright prospects of the country.

WOMEN LED- BUSINESS IMPACT

Women led- businesses provide a great important to the economy. India has 432 million working- age of women and 13.5- 15.7 millions of women- owned businesses that will provide direct employment to 22-27 million of people. In addition, a number of businesses are being controlled by women. Indian women are independent and have a strong motivation to start their own business. According to Boston consulting Group, startups founded or co-founded by women that will generate 10% will be a more cumulative revenue over a five-year period. These startups have a more inclusive work culture and employ 3% of women than men. On the other hand, women-led businesses are estimated to grow 90% in the next five years.

FUNCTIONS OF THE SOLOPRENEURS

1) Solopreneurs are treated as both founders and employees.

An individual who works as a solopreneur manages the business and does not delegating the tasks to others to get the things done. In some situations, a solopreneur may hire with the help of a contractor or freelancer who performs necessary tasks, on the other hand, this is not a typically part of the daily operations of a solopreneur which help to run a business.

2) Some entrepreneurs are often hire and manage a team:

Many entrepreneurs start off running their business solo and eventually hire others and help to carry out their day -to- day tasks. Unlike a solopreneur who runs the operations of the business and they will try to fulfil their tasks whenever needed to deliver their products and the services.

3) Solopreneurs have a single business focus:

A person will choose to pursue a career as a solopreneur are often not pursuing as a serial entrepreneurship. Solopreneur tend to start their businesses to offer a specific and focused on building a steady customer base that helps to keep the business more profitable and they are not looking to expand. On the other hand, the business is manageable with the help of the one person who intends to continue to run their business single.

4) Solopreneurs are not building a business to scale:

Many entrepreneurs will set their goal in building their business to grow and to scale their company to sell it for a profit. Most of the independent workers are looking to create a profitable business and they continue to run their business and they are not looking to grow or sell to another company entities.

5) Differences in financial management:

Those who work as a solopreneur will often manage their businesses as a single member or a sole-proprietorship they will be declared as a simpler to manage and grant their business with full decision-making authority that was taken by the owner.

6) Solopreneurs often have minimal workplace requirements:

Many solopreneurs offer a specific set of services that will help to performed remotely, and their workplace requirements that will tends to be minimal. For business owners whose companies will create with the help of the physical products, and they will often need a separate place to create, and helps to store their products and need to provide work accommodations for their employees.

KEYS TO SUCCESS AS A SOLOPREENUR:

1. Create a realistic business plan:

A business plan allows a solopreneur to define their core business activities. And all the steps they will need to be taken into the order to achieve all of the business goals. A marketing strategy of the solopreneur plans to reach their potential audience and

turn them with the help of the loyal customers. A financial plan and the budget that how much money that the solopreneur will need to perform with the daily operations.

2. Network and market ourselves:

Most of the solopreneur do not have a robust marketing budget that they will spend on the traditional strategies, the solopreneur should need to invest some time and put the efforts in joining local business and they will help to networking groups and attending the local events in the meetings.

3. Improve our efficiency with technology:

By improving the efficiencies of the solopreneur that will help to run their business in successful manner. Solopreneur will help to choose the tools that will boost up our processes in the business.

4. Manage our work-life balances:

Being a solopreneur will not provide any type of coverage and they will try to delegate responsibilities. On the other hand, the arrangement made by the solopreneur that will result in business owner will burnout from all of the negative impacts. Business cannot operate efficiently and it unable to perform their responsibilities due to the lack of focus, energy and with the poor health.

ROLE IN ECONOMY:

In the economy the solopreneurs in the economy will face the minimal work place that will leads to the space constraints will leads to the land and the human ratio will be better. The solopreneurs will be self-sufficient and the solopreneurs will be self-employed and they will be at the stages of less dependence. In 2019, the solopreneurs will be identified as a 50.7 million and the businesses are small, and employing up to 499 people. But 81 percent of the solopreneurs were the business owners with no additional employees and the solopreneurs were lumped into the same category.

Solopreneurs are taking a business ownership completely solo-and they are about to make the major changes to the economy. According to 2021 MBO partners report will be identified by 51 million people as independent workers. But the Census Bureau data indicates that less than three percent of the solopreneurs. The report also

found that 82 percent of independent small business owners were happy, and to keep their company small, and with the 56 percent are the solopreneurs. As the solopreneurs will become increasingly diverse, society as a whole will demonstrate with the greater economic endurance. Solopreneurs will give us an option of a local butcher and handyman instead of letting big businesses drive the entire economy. As solopreneurs will continue to take up and lift with more economic spaces, and with the stable economy. In the fast-growing economy like India, the solopreneurs will play a vital role in producing the optimum amount of the products and the services. In response to demand by the people. If there were no solopreneurs the country would be solely dependent on the imports and multinational companies and the GDP would be adversely affected or collapse. Therefore, the economy is hugely dependent on the solopreneurs for its GDP generation.

A solopreneur is a person who builds, owns and manages a business and oversees all the associated responsibilities with no employees. They are ultimately responsible for the success of the business and they will earn all the profits from the company's operations. This also means they are responsible for any business costs.

There are 582 million solopreneurs in the world. The majority (70%) of the self-employed professionals are running their first business. 30% are the serial solopreneurs, self-employed professionals. The solopreneurs will run more than 1 business.

BENEFITS OF THE SOLOPRENEURS:

- Solopreneurs should have a complete control over their businesses. And he will make a decision quickly without the consultation with anyone else. On the other hand, it allows the responsive to their needs of their customers.
- Another benefit of the solopreneurs is being flexible in their work hours when compared to the employees in their businesses, this flexibility of their business help to balance their work and their personal lives of the solopreneurs better.
- Solopreneurs need not communicate with others in that time it saves time, and money.
- The solopreneurs will have a habit of overhead in the traditional businesses. That means to keep the business with more profits and leads to a higher standard of living.

PROBLEMS FACED BY THE SOLOPRENEURS:

- **Slow Growth**

Slow growth is one of the important problems faced by the solopreneurs is that running a business alone. On the other hand, one way to overcome this problem that to get strategic about the partnering and collaborating with the other solopreneurs and with the help of the micro business with the help of the energy to the vision to the business.

- **Not Delegating**

On the other hand, solopreneurs will think and he will expect ourselves help to work in crazy hours. We need to check with ourselves and we want to realize and we need to get some support.

- **Staying Aligned**

Solopreneurs will lose for their business, due to the loss in their way to the solopreneurs by having their business to a successful one.

- **Automation**

Being a solopreneur, every task of the business belongs to him and feels that like a priority. Begin with the help of the leverage technology or a team member only invest in their tools and that will help to automate in their business. On the other hand, business will get focused on running smoothly.

- **Feeling Disconnected**

On the other hand, the solopreneurs help to feel him isolated, disconnected and he will be out of touch. The solopreneurs will always have a key strategy of mine to attend the several live events in their business.

- **Time Management:**

The solopreneurs with the finite amount of time, the solopreneurs can spend their too much of time on their fun or interesting. That the solopreneurs need to become a time maximizing people. Sorting of business activities by the importance of running their business or the new ideas to be implemented in new business.

ROLE OF SOLOPRENEURS IN ECONOMIC DEVELOPMENT

- **Capital Formation:**

The solopreneurs help to mobilize the idle savings from the people through the issues faced by the industrial securities. On the other hand, investment of the public savings in the industry will result in their productive utilization of the natural resources. Rate of capital formation is essential for the rapid increases in their economic growth. Thus, the entrepreneurs are the creator of wealth.

- **Improvement in Per-Capita Income:**

Entrepreneurs will help to locate and exploit with their opportunities. This helps to increase the net national product and per capita income in the country. This is important for measuring the economic growth with the entrepreneurs.

- **Generation of employment:**

Entrepreneurs will generate employment with the help of both directly and indirectly. Direct way of self-employment in the entrepreneurs offers the best way for independent and the honourable life. Indirect way of self-employment of the entrepreneurs by setting with the help of large and the small-scale business units that they will offer millions of jobs. On the other hand, entrepreneurship helps to reduce the problems of unemployment.

- **Improvement in living standards:**

Entrepreneurs will help to set their industries which help to remove the scarcity of the essential commodities and introduce new products in the solopreneurs business. Production of the goods on the mass scale and helps to manufacture of the handicrafts, in the small-scale sector that helps to improve the standards of life of a solopreneur. They will offer products at lower costs and will increase their variety in consumption.

- **In underdeveloped regions due to the lack of funds and with the help of the skilled labour. The atmosphere is acts as a less conducive for innovative entrepreneurs.**

- **Further India aims at the decentralized industrial structure that helps to reduce the regional imbalances at the levels of economic development**

Small solo entrepreneurs often do not have an access to any of the formal business or a management training. Resultantly they will get fail to realize the potential of their own enterprises and they will remain stuck in the low to middle class

people who earn incomes in their business by the earning model. On the other hand, they will get a lack in their skills and knowledge of the strategies that will be successfully scale up their business.

Making the business with the skills, training, will be more accessible by boosting the spirit of the entrepreneurs and their capacity. The government must initiate the measures that helps to make the business management training will be more accessible and by the solopreneurs. Private organisation will also experiment with the help of the business models that allow the solopreneurs partners to flourish in the future.

Most urban sophisticated solopreneurs will survive, and thrive the technology platforms, and they think of the social media and their business will be running with the digital technology medium. On the other hand, the small solo business or the owners, in the small towns, and the technology adoption will remain a major constraint. Entrepreneurship Development for the promotion of the small and the medium in the solopreneur's business has been the accepted strategy for the income and the wealth creation. The employment of the solopreneurs generation in the both developed and the developing countries. The India has pursued this goal by the solopreneurs as the part of the small enterprises' promotion strategy.

Eleven percent of the adult population in India is engaged in the "early -stage entrepreneurial activities" and only the five percent of the country's people will go to establish their own business to 5 percent of the entrepreneurs is among the lowest rates in the world. While the business discontinuation of the solopreneurs in India is among the highest at the 26.4%. the survey of the solopreneurs was conducted among the age group of 18 to 64 years to access the level of entrepreneurial activity. The bureaucratic hurdles of the solopreneurs will lead to the business discontinuation in the 1.3% of the solopreneurs will run their business at the micro level. 7% of the business will got fail due to the financial issues, and the 6.5% of the business will gets fails due to the personal reasons of the solopreneurs.

Indian entrepreneurs of 20.37% of the entrepreneurs will own their business at the micro, small, and the medium enterprises in India.

The empowerment of the solopreneurs is in the multi-dimensional effort and also refers to the expansion of the freedom of choice and the actions taken by the

solopreneurs in all the spheres. For the solopreneurs each freedom is often severely curtailed due to the failures of the solopreneur's business, in the households as well as in the society. The solopreneurs require to set of assets and the capabilities of the solopreneurs by the individual level. And the solopreneurs will help to organise and mobilise to take the action to solve their problems.

Research Gap:

Literatures about the solopreneurs are available in the large numbers in other countries compared to India. The earlier studies The Urban Dictionary (2015), U.S Census Bureau (2013)., are based on the performance of the solopreneurs in their historical background. Explaining about the solopreneur history and their background. Cooper and cartwright (1994) explains about the job satisfaction of the solopreneurs. Euroford (2012) about the solopreneurs with the comparison with the other united states. First selected sample respondents are analysed the issues and challenges faced by the solopreneurs by the theory of innovation theory. second, the study was conducted in the district of Coimbatore analysing the socio-economic background, and the challenges faced by the solopreneurs in selected study area.

OBJECTIVES OF THE STUDY:

In this background, the present study has the following objectives:

- To analyse the socio-economic profile of the selected sample respondents.
- To study the business profile of the selected sample respondents.
- To understand the Government initiatives and the regulations of the selected respondents.
- To evaluate the economic success of the selected sample respondents.
- To identify the influential factors of the selected sample respondents
- To analyse the problems and suggestions faced by the solopreneurs in the selected respondents.

Hypotheses

- There is no association between socio-economic factors and revenue earned by the selected sample respondents in study area.
- There is no significant relationship between the motives and gender of the selected sample respondents.
- There is no significant correlation relationship between the gender and the level of satisfaction of the selected sample respondents.
- There is no significant correlation relationship between initial business investment and the revenue earned by the selected sample respondents.

CHAPTER-II

REVIEWS OF LITERATURE

A brief summary by the previous researches like articles, magazine, and the newspaper, books and such other sources, on a particular topic is termed as the Literature Review. The review of literature of the present study has been grouped into the following major categories.

2.1. Studies Related to Historical Background of Solopreneurs

2.2. Studies Pertaining to Performance of Solopreneurs

2.3. Studies Related to Significance of Solopreneurs

2.4. Studies Related to Challenges Faced by the Solopreneurs

2.5. Other Related Studies

2.1. Studies Related to Historical Background of Solopreneurs

Though the concept of the solopreneurs has been evolved several years back, the novel ideas of solopreneurs in line with the innovation theory have taken with their own evolution time and phase. The following articles are going to explain the historical background of the solopreneurs.

The Urban Dictionary (2015) examined about the solopreneurs as an entrepreneur who work alone, that the term ‘solo’ running their business by a single handled person. As actors of the solopreneurs not only analyse and the solopreneurs who work in the world but they can influence their surroundings, but in the reality of the solopreneurs can even affect their own entrepreneurial and the business roles. On the other words, that the literature on the strategic entrepreneurship that does not adequately treat the people of the everyday activities of the solopreneurs. The explanations of the articles are about the solopreneurs will work alone without the help of any assistance. But in the reality, it is very difficult to do the work without the help of the people or the employees.¹

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U.S Census Bureau (2013) analysed the solopreneurs is an increasingly number of the individualistic world, being a solopreneur or running the business alone without the help of the co- entrepreneurs or the employees, is also a one of the options for the self- actualization. In this study, the entrepreneurship viewed as an opportunity creation, and with the specification of the strategic management, with the effectiveness of the business organization. By using this article, the solopreneurs examine their actions of the everyday work. The study portrays about the solopreneurs historical background of their business by running their business in a single manner.²

Kolvereid (1996) noted that autonomy was a reason for preferring self-employment. Research had also shown that the self-employed are more satisfied than individuals employed by external entities. However, the self- employment is also stressful. The study the viewed the opportunity of the solopreneurs as a starting point for the entrepreneurial process, when we see the opportunity of the solopreneurs (business) as an outcome of the entrepreneurial process. The whole study of the solopreneurs helps to promote the sustainable business growth and to analysis the profitability of the business. And the firm with the whole term of the solopreneurs to undertake the discovery and the exploitation of the solopreneur's activities.

In this article explained about the solopreneur growth in their business with the help of many of the difficulties faced by the solopreneurs.³

2.2. Studies Pertaining to Performance of Solopreneurs

Cooper and Cartwright (1994). the judge (2001) that the job satisfaction of the solopreneurs is correlated positively at the individual level. **Harter et al. (2002)** found the general relationship between the satisfaction of the employee satisfaction at the business unit level. The solopreneurs found the important with the psychological returns, including the freedom that to make decisions with the help of the accountability and with the financial rewards and with the sense of the achievement.⁴

Euroford (2012) examined the solopreneurs approximately 15% or the 32% million of the people of the European workforce is a self- employed, therefore the

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solopreneurs will acknowledge the importance of the networks for their personal well-being. Study about the solopreneurs is conducted on a general human- well- being. The United States has 23 states million businesses without the help of the paid employees. The solopreneurs are an increasing individualistic world, being a solopreneur, by running the business alone without the help of the co-entrepreneurs and acts as an employee, that is the option for the self-actualization. The study helps to clarified about the solopreneur's relationship in the business growth. In the solopreneurs that the human dimension plays an important role, therefore we approach the objectives of the solopreneurs by analysing the daily works of the solopreneurs from the two different perspectives.⁵

Senthil Kumar, Vasantha, and Varadharajan (2012) male ruled society and the entrepreneurs are not regarded as one and that is similar and get accomplish with help of both inside and outside with the help of the four dividers of the house. The improvement of the women entrepreneurs and they will be discovered with the help of the Indian women entrepreneurs will appreciate the ominous status of the women entrepreneurs and will help to boost the education level of the women entrepreneurs is low in the general public, low work investment rate and our old customs it will restrict the women entrepreneurs in their homes with the help of the four dividers. These elements will help to join to fill as a non- conductive condition for the advancement of the women entrepreneur's advancement program of the provincial women entrepreneurs is expectedly to be low in India. That will demonstrate extremely with the constrained rates of women entrepreneurs are associated with the help of the aggregate independently employed people in India.⁶

Beydokhti Abbas Taleb (2007), author clearly said in his literature that the small- scale industry sector is a key of economic growth and contributes substantially to India's total industrial production, export and employment generation. As a result, 3.6 million of small- scale industry units, in the country produce over 8000 items and provide employment to about million people. Small Scale Industry unit have weak capital base of their own because they are mostly organizing on proprietary or partnership basis and are usually of very small in size. They are poorly placed in the

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matter of capital formation. It is the fact the success or failure of an enterprises to a large extent depend upon the effectiveness with which financial resource of the firms applied and managed there is positive relationship between a firm's growth and working capital needs.⁷

Chuthamas Chittithaworn (2011) business success is usually the outcome of the way of doing business and cooperation. Inter- firm cooperation, consultation, and the performance measurement, and the flexibility of the business may play an important role in business success. Innovative product, quality, cost, reliability, and services are the key strategic dimension in business success. Innovative product gives added value to the customer and it is important to achieve a suitable balance between product quality and costs.⁸

Rohana Ngah and Abdul Razak Ibrahim (2011) the findings show that the skill, knowledge, and the capability of the employees they do not contribute to the relationship of customers and other parties. Small and medium-sized enterprises should focus on the issue to get connect with the employees than the third parties which are very important for the business future. Relational capital plays a vital role in knowledge sharing compared to other dimensions of intellectual capital. The information and knowledge acquired and gathered from customers, suppliers and third parties are well shared which is very important for the organization to be ahead of competition and involve in innovation. However, human capital and structural capital should be addressed accordingly as they are the internal resources of the organization⁹

2.3. Studies Related to Significance of Solopreneurs:

Sonu Garg et al. (2017) observed that the entrepreneurs faced the social constraints that will be followed by the financial barriers. On the other hand, that the solopreneurs will have market and skill related barriers that will make the entrepreneurs to face the difficulty for them to begin their business. With the help of the successful entrepreneurs that they depend on how the women entrepreneurs will

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manage their work, and their family commitments and risk-taking abilities of the entrepreneurs.¹⁰

Gamiendien et al,(2017), street vendors and the dynamics of the informal economy. **Walsh (2010)** that the capabilities of the solopreneurs of the approach to the solopreneurs in the upcoming article of the street vendors. I have not studied relating to the rural people of the solopreneurs in the developing economies such as the people will doing the business in the countryside.¹¹

Timilsina (2011) and Adhikari (2011) The activities of the solopreneurs provided with the prominent source of the revenue for the settle of the rural area solopreneurs, along with the urban areas solopreneurs with the purpose of providing the goods at a lower price, that is mean with that they have assist the economic progress that the product has been produced by the small or large scale.¹²

Parveen (2013) rural entrepreneurs have researched with the help of attending the training and the training was organized by the different NGO's that was conducted by the help of the solopreneurs and the women entrepreneurs that provide financial assistance. The investigation examines that the entrepreneurs prepared that the businesspeople have an excellent business aptitude and their capacities. So, the unmarried women entrepreneurs visionaries and they are getting hitched and they will have a trouble in their business and they need to hold up under the two obligations, at their home and the work.¹³

Ashok and Kumar (2011) the main aim of this article is to examine the effect of working capital on profitability of Indian firms. The findings of the researchers show the significant part of the various international markets. The results show that the working capital management and gain more profit in the business in the positively correlated in the case of Indian companies' research that also view in the form of inventory of number of day and number of days account. Payment is made in the form of negatively correlated and the account of the solopreneurs will be receivable and the

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cash gets conversion period with the positive relationship with the help of the corporate profitability.¹⁴

Ayozie Daniel Ogechukwu1 (2010) small scale industries have a lot of important contributions to make the economic development of the country. With the help of the less capital intensive with the help of the high absorption nature. Small scale industries have made significant contribution through the employment generation and also to the rural industrialization. This sector helps to build on the strength of the traditional skill and knowledge, capital and innovative marketing practices. The importance of the small -scale industries is a global phenomenon that was encompassing with the help of the both developed and the developing countries. In both developed and the developing countries the government is turning to small, medium scale industries and entrepreneurs. Its contribution to the mobilization of domestic savings and utilization of local resources is also a noticeable factor. It is also acts as a base for the development of appropriate technology and provides various grounds for the skilled, unskilled, and the semi-skilled workers.¹⁵

Indian Journal of industrial relation (2004) the small-scale industry occupies an individual sector of India's economy and accounts for 50% of industrial production in the country. On the other hand, 80% of the employment opportunities in the industrial sector. It accounts about the 35% of India's exports earnings. The small-scale sector help the manufacturing sector is a wide range of more than 7500 products, not only cater to the need of the lower income groups. Its contribution is next only to agriculture in India. The growth of SSI sector in the overall industrial sector in the past eight years on an average is 8.9 per cent while in industrial sector it is 6.7 per cent.¹⁶

2.4. Studies Related to Challenges Faced by Solopreneurs:

Anderson and Wadensjo (2007) This article defined about the term solopreneurs to describe about the entrepreneurs who work alone without the co-entrepreneurs and the without the personnel. According to the author defines the solopreneurs by the term non-employee to refers to the business without the paid

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employees. Like the other entrepreneurs, and the solopreneurs begin the business ventures for the various reasons. They aim for the economic successful of the solopreneurs. On the other words, that the solopreneurs believe that the small business with the ownership promises with the greater autonomy and the challenges than by the employment in a large bureaucratic organization.¹⁷

Blanchflower (2004), self-employed individuals experience job-related stress, insomnia, and spousal conflicts, making it difficult to enjoy leisure activities. In the solopreneurs of the well- being of the work should not see only the absence of the problems faced by the solopreneurs. But the solopreneurs will have a positive experience with genuine manner. The self-employed individuals will experience the job-related and the spousal conflicts, that making the business difficult to enjoy the leisure activities.¹⁸

Norhalimah Idris et al. (2017) entrepreneurs will be ascertained with the help of the inadequate funding with the help of the startup capital and cash flows during their business operations is one of the important problems faced by the women entrepreneurs. That the women entrepreneurs frequently face the multidimensional challenges that they were socially independent, and with the financial support and the personal problems faced by the solopreneurs or the women entrepreneurs. Today, with the help of the women entrepreneurs they will be in the problem of functioning that the women are not restricted to the traditional role of the women entrepreneurs. On the other hand, women entrepreneurs face a lot of problem in the multiple roles, besides playing the roles behind the solopreneurs or the women entrepreneurs. And the women entrepreneurs set the various social community simultaneously¹⁹.

Pharmand Sridharan, (2013) the challenges faced by the many rural women entrepreneurs were analysed and it had been observed with the help of the most entrepreneurs and categorized with lacking by the means of effective leadership. Their leadership skills of the women entrepreneurs were not strong as they needed with the help of the successful businessman. Many women entrepreneurs were faced with their financial difficulties. Financial deficit was the second category of the women

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entrepreneurs, the third level of the women entrepreneurs got affected with the lack of organized planning as well as the functioning, that will get accompanied with the help of the medical problems, policy unconsciousness, and the representatives of the entrepreneurs will get failure in payment of the loans, and with the help of the group leader's misuse. They face lack of problems and with the help of the lack of understanding.²⁰

M. Swaminathan and V. Bhuvaneshwari (2005) excluded that if the women are help to evolve management styles, and they need to become more assertive and that will become forceful in their exercise with their legitimate power and with the help of the authority. This will entail not only the empowerment of women entrepreneurs in the family business and the society is declared as general category.

Ms. Arundhati Chattopadhyay (2005) In India few women entrepreneurs are declared as a big enterprise. They are mainly concentrated on the basis of small-scale industries (SSIs). The various constraints in the business and the burden restrict with them to start the business on a large scale.²¹

Aarti Deveshwar (2006) The small- scale industries has emerged as a vibrant and with the help of the dynamic sector of Indian economy and which contributes nearly 40% of the total industrial production and over with the 34% of the national exports. At the present this sector is providing employment to over 250 lakhs people. And this type of sectors is acts as a nursery for promoting entrepreneurial talent and also acts as a catalyse of the industrial growth through a wide network of more than three million units in the country. According to the 95% of the total industrial units in the country. The world trading system is constantly offering new challenges and as well as creating new threats. And rendering more challenges for business in emerging economics. The WTO is bound to impact with every economic activity- in the small-scale sector is treated without any exception. WTO Agreements have thrown up a variety of threats and challenges.²²

Bhavani T.A. (2006) the phenomena of liberalization, globalization, and rapid technological developments are nowadays in the form of changing business

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environment world over for the past two decades. There has been a shift from the ‘policy regulation differs from the “market orientation’ all over the world through the liberalization of the state controls with the help of the economic transactions. Nowadays globalization is taking place in the sense that all the economies are becoming highly integrated. They have been rapid technological developments that are drastically make changes of doing a business. The recent liberalization and globalization policies are not only exposing industrial units to market competition to a greatest extent but also making markets more and more competitive. These two phenomena are together posing significant challenges to individual enterprise, technological developments, on the other hand, they are providing opportunities to the industrial units that help the industrial units to improve with their competitive strengths as to deal with their challenges.

2.5. Other Related Studies

Syed Abdul Hammed (2015) revealed the article about the entrepreneurs will delay in obtaining the working capital with the help of the women entrepreneurs that the capital is obtained from the banks and take a toll with the women entrepreneur’s performance. That the success of the women entrepreneurs helps to manage the internal and external abilities of the women entrepreneurs, thus the earnest effort must be made for the research work that help to identify the major problems faced by the women entrepreneurs in the Coimbatore districts and with the help of the suitable suggestions that the women entrepreneurs need to overcome them²³.

ILO and WEIGO (2013) trading in the streets involve small earning, high risk, especially for the highly perishable goods, with the regular occupational and the physical problems due to the unhygienic market condition. With the help of peddlers are greatly susceptible to the political conflicts and with the help of the economic downturns. Alternatively, street trading has been regarded as a viable business due to a small startups cost, flexibility, of working hours and with the low entry barriers.²⁴

Saritha (2007) discussed about the problems of the women entrepreneurs and the challenges behind the women entrepreneur’s strategy for the development of the women entrepreneurship, and the need for the environmental change for the women

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entrepreneurs. The suggestions of the women entrepreneurs have to be made compatible with the help of the both social and the environmental worlds and empower the entrepreneurs.²⁵

Ludovica Ioana (2011) The role of small and medium enterprises is worldwide acknowledged for their unique contribution to the economic development. Both the developed countries are the important contribution with the economic development. On the other hand, there is a political strategy have often thought that the SMEs can become the “seed of the economic revival. It is necessary that that the observance of thresholds regarding the average number of employees is compulsory, a SME will choose between observing either that the threshold regarding that the turnover in a year or the one regarding with the help of the total assets. It is not necessary to satisfy with the help of the both criteria and one of them will be exceeded without losing the status of SME.²⁶

Rohana Ngah and Abdul Razak Ibrahim (2011) The findings shows that the skill, knowledge and the capability of the employees will not contribute with the relationship between the customers and the other parties. SMEs should focus on the issue to connect with the employees through the help of the third parties are shared with the organization to be ahead of competition and involve with the ideas of new innovation. However, with the help of human capital and structural capital should be addressed with the internal resources of the organization.²⁷

Srinivasulu bayineni (2007) The small -scale industry which plays an important role in the Indian economy in terms of employment and growth has recorded with the high rate of growth since the independence. Till 1956, the number of small -scale units were 6195. Today it stands at 35.72 lakhs. The inherent advantages of the small- scale units are reduction with the help of the regional imbalances, low investments, greater operational flexibility, low cost of production with the high capacity to innovate with the new ideas, and export with the greater geographical dispersal, and the utilization of local material and the human resources. In terms of employment, it employs with the rate of 199.65 lakhs persons and is the largest employer of India’s workforce after

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the agriculture. Today, there is a global recognition for the small enterprises as they could very well be or become the backbone of the economy.²⁸

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CHAPTER-III

METHODOLOGY

A structured and circumspect analysis of information is of primary importance in any research. In order to obtain from the results, it is essential to progress the systematic methods of data collection and employ with the suitable and the reliable techniques for the analysis of information. The methodology adopted in the present study on “**An Economic Analysis of Solopreneurs in Selected Study Area**”. is discussed under the following heads:

3.1 Statement of Problem:

3.2 Need for the Study

3.3. Selection of the Sample

3.3.1 (a) Selection of the Study Area

3.3.1(b) Profile of the Coimbatore Districts

3.3.2 (a) Research Design;

3.3.2 (b) Selection of the Sample Respondents

3.4. Sources and Collection of Data

3.5. Quantitative Tools Used in the Study

3.6. Theoretical Framework

3.7. Definitions of the Terms Used in the study

3.7.1. Formulae and Expressions

3.8. Limitations of the Study

3.1) Statement of the Problem

The problems by the solopreneurs will face the problems which deals without the help of the any assistance to retain their business. Solopreneurs will be treated as a one's own boss of their enterprises. Many of the solopreneurs will not get any aware of any governmental schemes. Most of the solopreneurs will face the problems in their monthly savings and some of them will not able to save the money after the

issues of the Covid-19 crisis. Most of the street vendors will face lot of problems in selling, buying the product in the market. The entrepreneurs will have a knowledge on the business skills, and the strategies of the solopreneurs. Empowerment of Solopreneurs is essential, as their thoughts and their values systems lead to the development of the good family, society, and ultimately good nation”. Even though there are hurdles to overcome, there is an entrepreneurial spirit that will induces the solopreneurs to launch into the new business. And the problem of the solopreneurs of liquidity will make the solopreneurs to be independent and then turn them to motivate them to start business.

3.2. Need for the study:

The study of the Solopreneurs and the innovation will enhance the one’s analytical and the logical skills that enable one to solve any problem. Solopreneurs mainly helps to solve the daily-life problems and eases with pain points and eases with pain points and with the help of innovative product and services provided. A solopreneur is an individual who is both the owner and sole employee of a business. While the entrepreneurs may start a company by their own, they will usually aim to grow and eventually run their business. A solopreneur simply seeks with a steady income and the flexibility of self -employment.

3.3. Selection of the sample

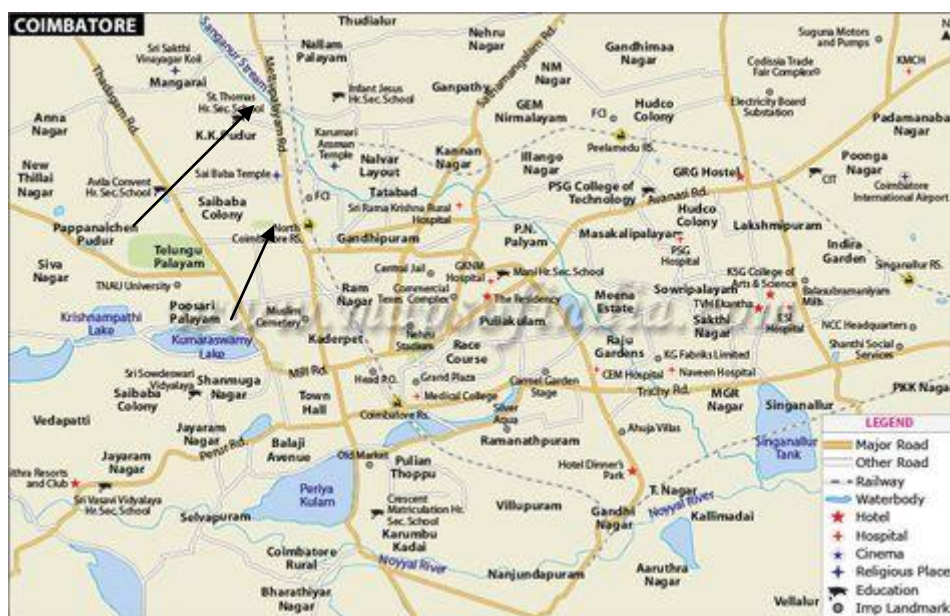
3.3.1. Selection of the study area

The selection of the study area for any research thesis on a titled “**AN ECONOMIC ANALYSIS OF SOLOPRENEURS IN SELECTED STUDY AREA**” is Coimbatore district. According to 2011 census, Total number of establishments which is owned by women entrepreneurs was 8.05 million (13.76%), these establishments provided employment to 13.45 million persons (10.24%) out of which (83.19%) were without the hired workers. About 88.8% of the workers were employed in the establishments hiring less than the 10 workers. Total number of self-help groups were 0.19 million out of which all women own account Establishments were 89%.

Among the states the largest share in number of establishments under women entrepreneurship was held by Tamil Nadu (13.51%) which is followed by Kerala (11.35%), Andhra Pradesh (10.56%) west Bengal (10.33%) and Maharashtra (8.25%). Average employment per establishments for women owned establishments was found to be 1.67.

There are 58.5 million businesses in India, of which 8.05 million are managed by women, employing over 13.48 million people. These enterprises range from corner shops to venture- funded startups. India ranked 29th of 31 countries in the year of 2015 Global Women Entrepreneurs Leader Report by ACG Inc, with 17 points of a possible 100, India fared worse than countries.

The census report was observed in India and other low-ranked countries, which is unequal inheritance rights for women and the work restrictions which is limited their access to startup capital and collateral.



Source: Tamil Nadu Government Report, (2023)

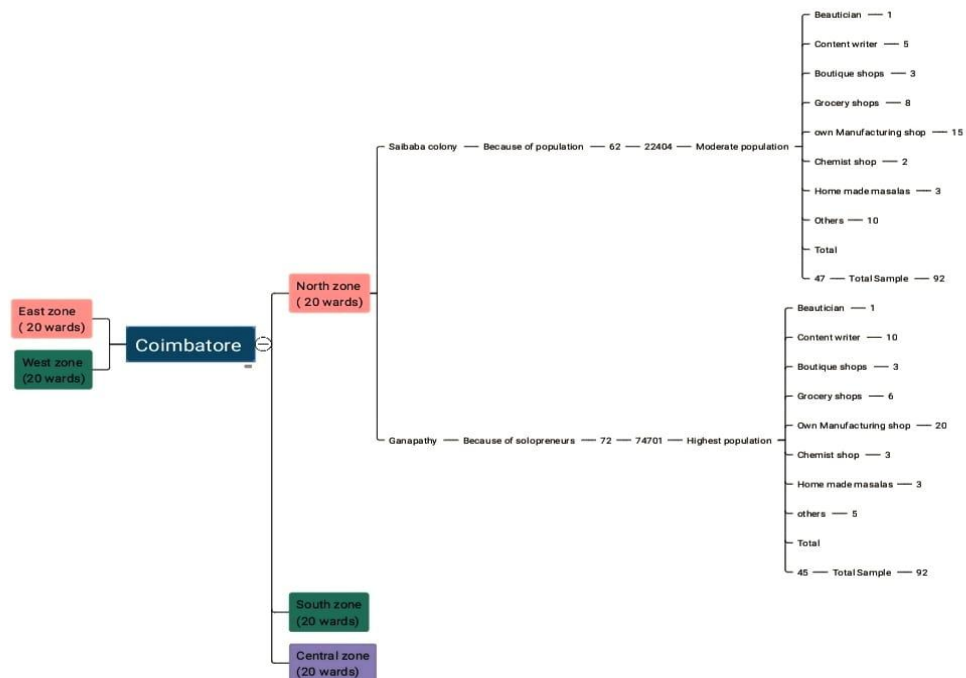
3.3.1. (b) Profile of the Coimbatore districts:

Originally Coimbatore district formed part of the Kongu Country, the history of which dates back to the Sangam age. It is found that in early days the area was inhabited by tribes, the most predominant among them being the Kosars who are reported to have had their headquarters at Kosampathur which is probably later become the present Coimbatore. Till 1947 when India attained Independence, the

region remained under British control who initiated systematic revenue administration in the area. Coimbatore serves as an entry and exit point to neighbouring Kerala and the ever-popular hill station of Udhagamandalam (Ooty). In 1979 Coimbatore districts was bifurcated in to Coimbatore and Erode districts. Again 2008, four taluks from Coimbatore Districts namely Tirupur, Udumalpet, Palladam and Avinashi (part) were carved out to form part of the newly formed Tiruppur district.

The Coimbatore city is located in an average altitude of 442 m above the sea level. The city is skirted by River Noyyal, rising from Vellingiri hills on the west limestone is found in abundance in the hills near Madurai, which is being used in the manufacture of cement. The chief varieties of soil available in the city are red sand and gravel with a moderate area of black loam. The city is located on the banks of the Noyyal River surrounded by the western ghats and is administrated by the Coimbatore City Municipal corporation. In 2012, the corporation won the best corporation awards in Tamil Nādu.

3.3.2 (a) Research Design:



3.3.2 (b) Selection of the Sample Respondents

Coimbatore Districts was selected for the study. As the study was mainly based on primary data. **Multi-stage Random Sampling** technique was adopted for the sample selection. The sample selection process used by the investigators is been provided in (figure) In the first stage, Coimbatore Districts was selected for the study. The study is based on Solopreneurs so, the researchers selected only in urban area so Coimbatore corporation (North zone) Ganapathy and Saibaba Colony was selected. In the second stage the researcher has concentrated on north zones of Coimbatore corporation namely Ganapathy, and Saibaba colony (north zone) and each zones had 20 wards in it. In the third stage, the investigators had chosen wards of north zone with highest population from each zone. Rao sample size calculator software was used by the investigators for the study to gather 92 samples from total sample size at 99% confidence level. Based on random sampling technique the selected solopreneurs were chosen for collecting data,

Data was collected from solopreneurs in Coimbatore Districts. In Coimbatore districts I have taken two places which includes Sai baba colony and Ganapathy. In Sai Baba colony a total of 47 respondents comprising of 1 beauticians, 5 content writer, 3 boutique shops, 8 grocery shops, 15 own manufacturing shops, 2 chemist shop, 3 home- made masalas, and 10 which is belongs to others. And in the area of Ganapathy the total of 45 respondents comprising of 1 beautician, 10 content writer, 3 boutique shops, 6 grocery shops, 20 own manufacturing shops, 3 chemist shops, 3 home-made masalas, and 5 belongs to others. As a whole 92 respondents in Coimbatore districts of selected study area comprise of the sample size of the present study

3.4. Sources and Collection of Data:

The period of the study from (November 2022 to February 2023) primary data was collected through personal interview from the sample Solopreneurs respondents. Interview schedule were used to collect details related to study from the sample respondents. The pilot study was connected to identify the gaps in the interview schedule. On the basis of observation during the pilot study the schedule was modified. (ANNEXURE). The data were collected through a structured questionnaire.

3.5. Quantitative Tools used in the study

The study has used Statistical Package for Social Science (SPSS) to analyse the data collected from the sample respondents. Statistical tools such as Chi-square, Correlation, Kruskal Wallis Test, and Garrett Ranking technique have been used to analyse the data collected.

1. Chi-Square Analysis

A chi-square test is a statistical test which is used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables of socio-economic factors.

2. Correlation

Correlation is a statistical measure which expresses the extent to which two variables are linearly related. Correlation is defined as a common tool for describing simple relationships without making a statement about cause and effect of the socio-economic factors which includes age, gender, educational qualification, monthly income, savings.

3. Kruskal Wallis Test

The Kruskal Wallis-test by the ranks, Kruskal Wallis test will be defined by the H test, or one- way ANOVA on ranks is a non-parametric method for testing whether the samples originate from the same distribution. It is used for comparing two or more independent samples of equal or different sample sizes.

4. Garrett Ranking

Garrett Ranking technique provides the change of orders of problems into numerical scores. The advantage of this ranking technique is that the problems are arranged is based on their severity from the point of view of the respondents.

3.6. Theoretical Framework:

Entrepreneurship's contributions to economic development can depend on the type of entrepreneurship. According to Acs, Desai and Hessels (2008) suggests that the solopreneurs should be understood more broadly that -besides of "opportunity (innovative) entrepreneurship". The important of the entrepreneurship is in the source

of income, and especially in developing countries. For solo entrepreneurship the innovation theory is suitable for this study. Personal qualities and attitudes will increase the probability of a person in the solopreneurs business and saw their opportunities and doing something about that. Education is one of the important theoretical frameworks in the entrepreneurship must primarily place on the emphasis on development of their personal qualities and attitudes. In that way a basis is said to be a later utilization of knowledge and skills in active value creation. Knowledge of the solopreneurs and skills, with the concerning that to be done to establish a new-enterprises, and that to be successful in developing an idea into practical, goal-oriented enterprises.

3.7. Definition of the Terms Used in The Study

- **Graphic Designer**

The term graphic design to identify the emerging field. Throughout the 20th century, the technology available to designers continued to advance rapidly, as did the artistic and commercial possibilities for design. (William A, Dwiggins)

- **Farmer's Street Vendors:**

A street vendor is a person who offers goods and services for sale to the public without having a permanently built structure but with the temporary static structure or mobile stall. Street vendors could be stationary and occupy the space on the pavements or other public or private areas. (Nationalpolicy on urban street vendors, 2004.)

- **Personal Trainer:**

Personal trainers are fitness professionals whose work revolves around the design and execution of customized exercise programs. Personal trainers are a part of a larger fitness industry, connecting lifestyle management with health promotion, disease prevention and consumer culture (Maguine, 2001).

- **Personal Accountant:**

Accountant” is from an original screen play and is not based on a Book. A great place to start is with Canadian mystery writer and his quirkly detective novels featuring deadly. (Ian Hamilton)

- **Beautician:**

The quality or aggregate of qualities in a person or thing that gives pleasure to the senses or pleasurably exalts the mind or spirit a woman of great physical beauty exploring the natural beauty of the island, a thing of beauty is a joy forever (John Keats)

3.7.1. Formulae and Expressions:

1. Kruskal Wallis Test:

$$H = \frac{12}{N(N+1)} \sum_{i=1}^k \frac{R_i^2}{n_i} - 3(N+1)$$

where,

- **K= number of groups used for comparison**
- **N= total size of the sample**
- **N_i= ith group' s sample size**
- **R_i= total of the ranks related to ith group**

2. chi-square:

$$\chi_c^2 = \frac{\sum (O_i - E_i)^2}{E.}$$

Where,

- **C = Degrees of freedom**
- **O = Observed Value**
- **E = Expected value**

3. Correlation:

$$r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

Where,

r = correlation coefficient

x_i = values of the x-variable in a sample

\bar{x} = mean of the values of the x-variable

y_i = values of the y-variable in a sample

\bar{y} = mean of the values of the y-variable

4. Garrett Ranking:

$$\frac{100(R_{ij}-0.5)}{N_j}$$

N_j

Where,

- R_{ij} = Rank given for i th variable by j^{th} respondents.
- N_j = Number of variables ranked by j^{th} respondents

3.8. Limitations of the Study

The following are the Limitations of the present study.

- 1) There will be no fixed working hours.
- 2) There will be no assurance of income which is earned by the solopreneurs in the initial days.
- 3) The solopreneurs which need to find the investors for their proper running of the business.
- 4) There is no chance of going for the result of the bankrupt and the business idea of the entrepreneurs will not work.
- 5) The solopreneurs will be experiencing with the more stress than usual stage in their business.

CHAPTER-IV

RESULTS AND DISCUSSION

The analysis of the collected data and the results of the study on “**AN ECONOMIC ANALYSIS OF SOLOPRENEURS IN SELECTED STUDY AREA**” are discuss with this section.

4.1. Details of General Profile of Selected Sample respondents

4.2. Details of Economic profile of Selected Sample Respondents

4.3. Details of Business profile of selected sample Respondents

4.4. Details of Government Schemes Utilised by Selected Sample Respondents

4.5. Correlation

4.6. Kruskal Wallis Test

4.7. Garrett Ranking

4.8. Chi-square Analysis

4.1. Details of General Profile of Selected Sample Respondents

The nature of activities of a solopreneur depends on his or her socio-cultural environment. The demographic factors include a wide range of variables such as age, gender, educational qualification, native and so on. The following tables denote the cross tabulation of the areas in which the solopreneurs will work, the solopreneurs used by the sample respondents along with the demographic background of the sample respondents.

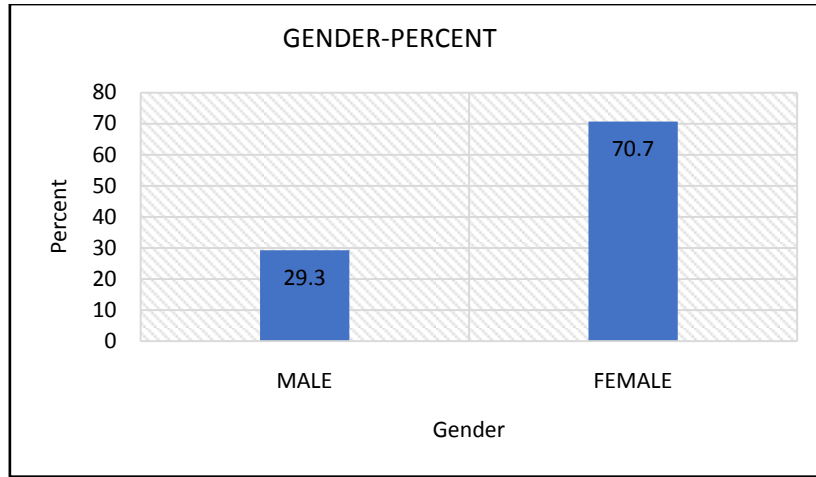
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Table: General Characteristics of Selected Sample Respondent

NATURE OF JOB	Beautician	CW	Bakers	Grocery	BS	MC	Hm	CS	EP	OTHERS	TOTAL
MALE	0 (0%)	1 (25.0%)	0 (0%)	2 (22.2%)	1 (16.7%)	9 (45.0%)	0 (0%)	1 (33.3%)	2 (40.0%)	11 (25.0%)	27
FEMALE	8 (100%)	3 (75.0%)	2 (100.0)	7 (77.8%)	5 (83.3%)	11 (55.0%)	4 (100.0%)	2 (66.7%)	3 (60.0%)	20 (75.0%)	65
TOTAL	8	4	2	9	6	4	4	20	5	31	92
AGE											
20 YEARS	2 (25.0%)	0 (0%)	0 (0%)	1 (11.1%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3
21-40 YEARS	4	4	0	3	3	13	3	3	4	16	55
	(50.0%)	(100.0%)	(100.0%)	(33.3%)	(50.0%)	(65.0%)	(75.0%)	(100%)	(80.0%)	(50.0%)	
41-60 YEARS	2 (25.0%)	0 (100.0%)	0 (100.0%)	5 (20.0%)	3 (50.0%)	6 (30.0%)	1 (25.0%)	0 (0%)	1 (20.0%)	12 (50.0%)	31
61- YEARS AND ABOVE	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (5.0%)	0 (0%)	0 (0%)	0 (0%)	1 (0%)	2

TOTAL	8	4	2	9	6	4	20	3	5	31	92
EDUCATIONAL QUALIFICATION											
UPTO PRIMARY EDUCATION (5TH)	0 (0%) :	0 (0%)	0 (0%)	1 (11.1%)	0 (0%)	2 (10.0%)	0 (0%)	0 (0%)	0 (0%)	1 (8.3%)	4
UPTO SECONDARY EDUCATION (10TH)	2 (12.5%)	0 (0%)	0 (0%)	3 (33.3%)	2 (33.3%)	1 (5.0%)	0 (0%)	0 (0%)	2 (40.0%)	2 (16.7%)	12
UPTO HIGHER SECONDARY (12TH)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	5 (25.0%)	1 (25.0%)	1 (33.3%)	0 (0%)	3 (25.0%)	11
UNDER GRADUATIO N	4 (50.0%)	1 (25.0%)	1 (50.0%)	4 (44.4%)	2 (33.3%)	6 (30.0%)	3 (75.0%)	2 (66.7%)	1 (20.0%)	3 (25.0%)	38
POST GRADUATIO N	3 (37.5%)	2 (50.0%)	1 (50.0%)	1 (11.1%)	2 (33.3%)	6 (30.0%)	0 (0%)	0 (0%)	2 (40.0%)	3 (25.0%)	25

ABOVE PG (PHD)	0 (0%)	1 (25.0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1
OTHER	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100.0%)	1
TOTAL	8	4	2	9	6	20	4	3	5	31	92
MARTIAL STATUS											
Married	4 (50.0%)	1 (25.0%)	0 (0%)	6 (66.7%)	5 (83.3%)	17 (85.0%)	3 (75.0%)	3 (100%)	1 (20.0%)	8 (66.7%)	62
Unmarried	4 (50.0%)	3 (75.0%)	2 (100%)	3 (33.3%)	1 (16.7%)	3 (15.0%)	1 (25.0%)	0 (0%)	3 (60.0%)	3 (25.0%)	27
Divorce	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1
Widow	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (8.3%)	1
Others	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (25.0%)	1
TOTAL	6	4	2	9	6	4	20	3	5	31	92



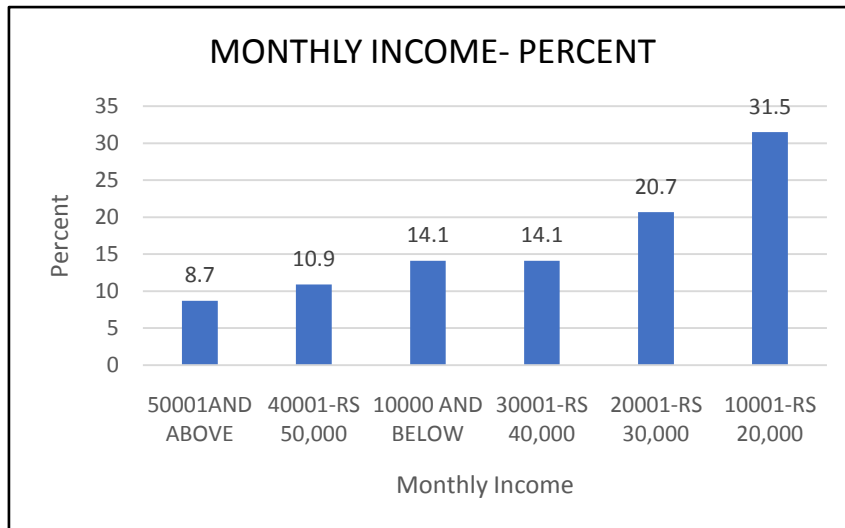
Source: Computed from field survey (December2022-february 2023)

PERCENTAGE OF GENDER OF THE SELECTED SAMPLE RESPONDENTS

4.2. Details of Economic Profile of Selected Sample Respondents:

The income, savings, and the mode of savings, of the selected sample respondents with different types of solopreneurs are explained in the following table.

This is done to provide an insight into the economic profile of the respondents in the selected study area.



Source:Computed from field survey, (December2022-February 2023)

PERCENTAGE OF MONTHLY EARNINGS OF THE SELECTED SAMPLE RESPONDENTS

Table: Economic Characteristics of Selected Sample Respondents

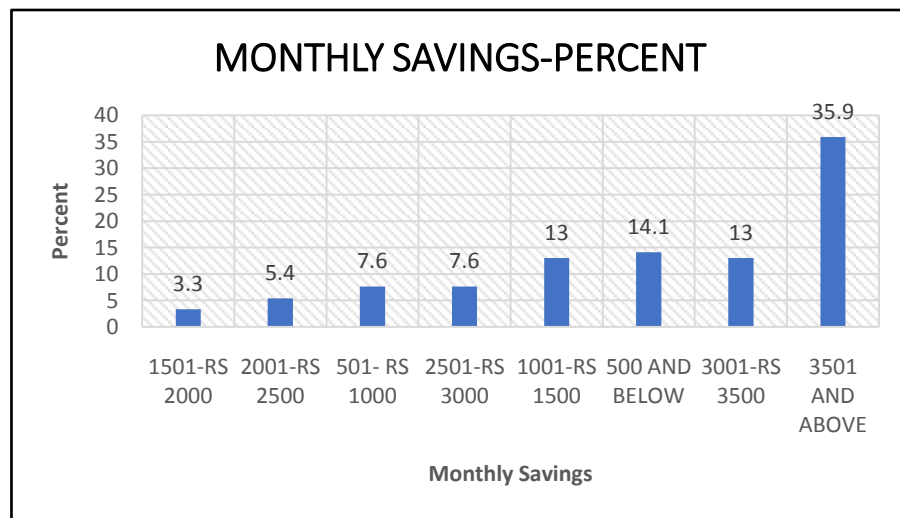
DETAILS OF ECONOMIC PROFILE OF SELECTED SAMPLE RESPONDENTS											
10000 and Below	2 (25.0%)	2 (50.0%)	0 (0%)	1 (11.1%)	0 (0%)	2 (10.0%)	1 (25.0%)	0 (0%)	0 (0%)	1 (8.3%)	13
Rs. 10001-Rs 20000	1 (12.5%)	1 (25.0%)	2 (100%)	5 (55.6%)	1 (16.7%)	7 (35.0%)	0 (0%)	2 (66.7%)	3 (60.0%)	3 (25.0%)	29
Rs 20001-Rs. 30000	1 (12.5%)	0 (0%)	0 (0%)	1 (11.1%)	2 (33.3%)	3 (15.0%)	0 (0%)	1 (33.3%)	1 (20.0%)	4 (33.3%)	19
Rs 30001-Rs 40000	3 (37.5%)	1 (25.0%)	0 (0%)	1 (11.1%)	2 (33.3%)	1 (5.0%)	3 (75.0%)	0 (0%)	0 (0%)	0 (0%)	13
Rs 40001 -Rs 50000	1 (12.5%)	0 (0%)	0 (0%)	1 (11.1%)	1 (16.7%)	3 (15.0%)	0 (0%)	0 (0%)	0 (0%)	2 (16.7%)	10
Rs 50001 and Above	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	4 (20.0%)	0 (0%)	0 (0%)	1 (20.0%)	2 (16.7%)	8
TOTAL	8	4	2	9	6	20	4	3	5	34	92
DETAILS OF ECONOMIC PROFILE OF SELECTED SAMPLE RESPONDENTS:											
Rs 500 and BELOW	1 (12.5%)	2 (50.0%)	0 (0%)	0 (0%)	0 (0%)	2 (10.0%)	1 (25.0%)	1 (33.3%)	0 (0%)	3 (25.0%)	13

Rs 501-Rs 1000	1 (12.5%)	0 (0%)	0 (0%)	0 (0%)	1 (16.7%)	2 (10.0%)	0 (0%)	0 (0%)	1 (20.0%)	1 (8.3%)	7
Rs 1001-Rs 1500	0 (0%)	0 (0%)	0 (0%)	1 (11.1%)	0 (0%)	4 (20.0%)	0 (0%)	1 (33.3%)	1 (20.0%)	1 (8.3%)	12
Rs 1501-Rs 2000	1 (12.5%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (40.0%)	0 (0%)	3
Rs 2001-Rs 2500	2 (25.0%)	0 (0%)	0 (0%)	2 (22.2%)	0 (0%)	1 (5.0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	5
Rs 2501-Rs 3000	0 (0%)	0 (0%)	0 (0%)	1 (11.1%)	0 (0%)	2 (10.0%)	0 (0%)	0 (0%)	0 (0%)	1 (8.3%)	7
Rs 3001-Rs 3500	2 (25.0%)	1 (25.0%)	1 (50.0%)	0 (0%)	1 (16.7%)	2 (10.0%)	0 (0%)	0 (0%)	1 (20.0%)	2 (16.7%)	12
Rs 3501 and above	1 (12.5%)	1 (25.0%)	1 (50.0%)	5 (55.65)	4 (66.7%)	7 (35.0%)	3 (75.0%)	1 (33.3%)	0 (0%)	4 (33.3%)	33
TOTAL	8	4	2	9	6	20	4	3	5	31	92
DETAILS OF ECONOMIC PROFILE OF SELECTED SAMPLE RESPONDENTS:											
RURAL	4 (50.0%)	0 (0%)	0 (0%)	1 (11.1%)	0 (0%)	2 (10.0%)	1 (25.0%)	0 (0%)	2 (40.0%)	3 (25.0%)	16
SEMI-RURAL	1 (12.5%)	2 (50.0%)	0 (0%)	0 (0%)	0 (0%)	2 (10.0%)	0 (0%)	0 (0%)	1 (20.0%)	0 (0%)	7

URBAN	3 (37.5%)	2 (50.0%)	1 (50.0%)	8 (88.9%)	6 (100%)	14 (70.0%)	2 (50.0%)	3 (100%)	1 (20.0%)	6 (50.0%)	58
SEMI-URBAN	0	0	1	0	0	2	1	0	1	3	11
	(0%)	(0%)	(50.0%)	(0%)	(0%)	(10.0%)	(25.0%)	(0%)	(20.0%)	(25.0%)	
TOTAL	8	4	2	9	6	4	20	3	5	31	92
DETAILS OF ECONOMIC PROFILE OF SELECTED SAMPLE RESPONDENTS:											
FROM PERSONAL SAVINGS	3 (37.5%)	2 (50.0%)	2 (100%)	3 (33.3%)	0 (0%)	5 (25.0%)	1 (25.0%)	0 (0%)	4 (80.0%)	6 (50.0%)	32
LOAN THROUGH FAMILY SAVINGS	0 (0%)	1 (25.0%)	0 (0%)	0 (0%)	0 (0%)	2 (10.0%)	0 (0%)	0 (0%)	1 (20.0%)	0 (0%)	32
LOAN FROM RELATIVES/ FRIE NDS	1 (12.5%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (16.7%)	3

LOAN FROM GOVERNMENT BANK	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	1
LOAN FROM PRIVATE BANK	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (16.7%)	2 (10.0%)	2 (10.0%)	0 (0%)	0 (0%)	2 (16.7%)	9
LOAN FROM NBFC'S	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (25.0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1
GOLD PLEDGE	2 (25.0%)	0 (0%)	0 (0%)	0 (0%)	1 (16.7%)	1 (5.0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	6
OTHER	2 (25.0%)	1 (25.0%)	0 (0%)	6 (66.7%)	4 (66.7%)	10 (50.0%)	0 (0%)	3 (100%)	0 (0%)	0 (0%)	36
TOTAL	8	4	2	9	6	4	20	3	5	31	92

The above table reveals that in the Coimbatore (31.5%) are belonged to the large percentage of respondents belonged to the income category of Rs 10000120,000. In Coimbatore majority of the respondents belong to the income category of 200001-30,000 in their family earnings per month. And the least percentage (14.1%) of the respondents are belonged to the category of 30,000 to 40,000, and (10.9%) of the respondents are belonged to the category of 40,0001-50,000. This reveals that most of them still stayed in the income category of Rs 10000 and below, which demands due to attention



Source: Computed from field survey december2022-february 2023)

Percentage of Monthly Expenses of Selected Sample Respondents

Figure: chart depicting Income and savings Category of respondents in Selected Study Area

The level of savings mainly depends upon the income earned by a person. The above table, shows the majority of the respondents had savings of Rs 3501 and above in the Coimbatore. Other categories in Coimbatore saved lesser. The wide range of differences in the monthly savings in Coimbatore which reveals the better status of the solopreneurs in Coimbatore.

With regards to the mode of savings, maximum of the respondents in Coimbatore saved at others (39.1%) than financial institutions. Majority of the

respondents are made their savings through their personal savings (34.8%), and through loan from private bank (9.8%).

4.3. Details of Business Profile of Selected Sample Respondents

The following table depicts the business profile of the selected sample respondents whether they have taken loan or not, types of business, business hours of their business and so on.

Table: Business Profile of Selected Sample Respondents

YES	0 (0%)	1 (25.0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (25.0%)	0 (0%)	2 (40.0%)	1 (8.3%)	5
NO	8 (100%)	3 (75.0%)	2 (100%)	9 (100%)	6 (100%)	20 (100%)	3 (75.0%)	3 (100%)	3 (60.0%))	11 (91%)	87
TOTAL	8	4	2	9	6	20	4	3	5	31	92
DETAILS OF BUSINESS PROFILE OF SELECTED SAMPLE RESPONDENTS:											
PART TIME- FAMILY COMMITM ENTS IN THE REMAININ G HOURS	0 (0%)	0 (0%)	1 (50.0%)	0 (0%)	1 (16.7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (8.3%)	4

PART-TIME, OTHER COMMITMENTS IN THE REMAINING HOURS	1 (12.5%)	2 (66.7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (10.0%)	0 (0%)	1 (20.0%)	1 (8.3%)	8
PART-TIME MAKE NECESSARY PREPARATIONS	0 (0%)	0 (0%)	1 (50.0%)	0 (0%)	0 (0%)	1 (25.0%)	2 (10.0%)	0 (0%)	0 (0%)	0 (0%)	5
FULL - TIME	6 (75.0%)	0 (0%)	0 (0%)	9 (0%)	4 (66.7%)	15 (75.0%)	3 (60.0%)	3 (100%)	3 (60.0%)	9 (75.0%)	67
OTHER	1 (12.5%)	1 (33.3%)	0 (0%)	0 (0%)	1 (16.7%)	0 (0%)	1 (5.0%)	0 (0%)	1 (20.0%)	1 (8.3%)	8

TOTAL	8	3	2	9	6	20	4	3	5	32	92
DETAILS OF BUSINESS PROFILE OF SELECTED SAMPLE RESPONDENTS											
BEFORE 10.00 AM	2 (25.0%)	0 (0%)	0 (0%)	8 (88.9%)	5 (83.3%)	2 (25.0%)	12 (60.0%)	3 (25.0%)	2 (40.0%)	3 (25.0%)	49
10.00 AM to 12.00 PM	2 (25.0%)	3 (75.0%)	1 (50.0%)	1 (11.1%)	0 (0%)	0 (0%)	2 (10.0%)	0 (0%)	0 (0%)	4 (33.3%)	15
12.00 PM to 4.00 PM	2 (25.0%)	1 (25.0%)	0 (0%)	0 (0%)	0 (0%)	2 (10.0%)	0 (0%)	0 (0%)	2 (40.0%)	1 (8.3%)	9
4.00 PM to 9.00 PM	1 (12.5%)	0 (0%)	0 (0%)	0 (0%)	1 (16.7%)	1 (25.0%)	1 (5.0%)	0 (0%)	0 (0%)	1 (8.3%)	9
9.00 P.M AND ABOVE	1 (12.5%)	0 (0%)	1 (50.0%)	0 (0%)	0 (0%)	1 (25.0%)	1 (15.0%)	0 (0%)	1 (20.0%)	3 (25.0%)	10
TOTAL	8	4	2	9	6	20	4	3	5	31	92
DETAILS OF GOVERNMENT PROFILE OF SELECTED SAMPLE RESPONDENTS:											

PRADHAN MANTRI MUDRA YOJANA	0 (0%)	1 (25.0%)	2 (100%)	2 (22.2%)	1 (16.7%)	0 (0%)	3 (15.0%)	0 (0%)	2 (40.0%)	3 (25.0%)	18
STAND -UP INDIA SCHEMES	0 (0%)	2 (50.0%)	0 (0%)	0 (0%)	0 (0%)	1 (25.0%)	0 (0%)	0 (0%)	2 (40.0%)	2 (16.7%)	9
GRAM UDYOG VIKAS SCHEMES	3 (37.5%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3
OTHERS	5 (62.5%)	1 (25.0%)	0 (0%)	7 (77.8%)	5 (83.3%)	3 (75.0%)	17 (85.0%)	3 (100%)	1 (20.0%)	7 (58.3%)	62
TOTAL	8	4	2	9	6	20	4	3	5	31	92

Source: Computed from field survey (December 2022 to February 2023)

BS- Boutique shops

MC- Own manufacturing shops

CS- Chemist shops

EP- Event planner

4.4.Details of Government schemes utilised by the Selected Sample Respondents

The following table depicts the respondent's utilisation of Government schemes, their awareness and the extent of government support received by the selected sample respondents.

Table: Utilisation of Government Schemes by the Selected Sample respondents

DETAILS OF GOVERNMENT PROFILE OF SELECTED SAMPLE RESPONDENTS:											
PRADHAN MANTRI MUDRA YOJANA	0 (0%)	1 (25.0%)	2 (100%)	2 (22.2%)	1 (16.7%)	0 (0%)	3 (15.0%)	0 (0%)	2 (40.0%))	3 (25.0%)	18
STAND -UP INDIA SCHEMES	0 (0%)	2 (50.0%)	0 (0%)	0 (0%)	0 (0%)	1 (25.0%)	0 (0%)	0 (0%)	2 (40.0%))	2 (16.7%)	9
GRAM UDYOG VIKAS SCHEMES	3 (37.5%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3
OTHERS	5 (62.5%)	1 (25.0%)	0 (0%)	7 (77.8%)	5 (83.3%)	3 (75.0%)	17 (85.0%)	3 (100%)	1 (20.0%))	7 (58.3%)	62
TOTAL	8	4	2	9	6	20	4	3	5	31	92

Source: Computed from field survey (October 2022 to February 2023)

Note: CW- Content writer, BS- Boutique shops, MC- Own manufacturing shops, CS- Chemist shops, EP- Event Planner,

HM- Home-made Masalas

Government intervention and assistance is essential to aid with any business growth. When questioned about the usage of loan through the government schemes, majority of the respondents in Coimbatore (40%) was mentioned the non-usage of loan through government loans. From the above table, in Coimbatore, a dominant percentage of those in all categories had not taken any schemes which is provided by government. Adequate governmental schemes intervention is required to help the actual targeted groups become the beneficiaries of the governmental schemes. Though loan under government schemes was found to be nil in many of the respondents, it was found that the schemes and some of them had made use of loan from PRADHAN MANTRI MUDRA YOJANA, STAND-UP INDIA, GRAM UDYOG VIKAS SCHEMES. In some cases, loans obtained as a housing loan, and the like were also used by some of the respondents.

4.5. Correlation

Correlation is used in the study to analyse with the gender and the level of satisfaction earned by the selected sample respondents. This is done by finding out its relationship with the socio-economic profile and with business profile.

•Socio-economic factors:

socio-economic variables such as gender of selected sample respondents and the area of Coimbatore in which they operate are considered and the relationship between the variables and the level of satisfaction of the solopreneurs which is earned by them are analysed.

Table: Association Differences between gender and the level of satisfaction of the Selected Sample Respondents

		GENDER	BEING YOUR OWN BOSS	FINANCIAL SUFFICIENC Y	FLEXIBILITY	DECISION MAKING	TO PURSUE PASSION	TEDIOUSNESS
GENDER	Pearson Correlation	1	-.094	-.001	-.015	-.052	-.037	-.103
	Sig. (2-tailed)		.371	.991	.890	.621	.724	.328
	N	92	92	92	92	92	92	92
BEING YOUR OWN BOSS	Pearson Correlation	-.094	1	-.266*	.299**	.150	.265*	-.037
	Sig. (2-tailed)	.371		.010	.004	.154	.011	.723
	N	92	92	92	92	92	92	92
FINANCIAL SUFFICIENCY	Pearson Correlation	-.001	-.266*	1	-.328**	.051	-.247*	-.037
	Sig. (2-tailed)	.991	.010		.001	.626	.018	.724
	N	92	92	92	92	92	92	92
				56				

FLEXIBILITY	Pearson Correlation	-.015	.299**	-.328**	1	.092	.101	.113
	Sig. (2-tailed)	.890	.004	.001		.382	.339	.283
	N	92	92	92	92	92	92	92
DECISION MAKING	Pearson Correlation	-.052	.150	.051	.092	1	-.002	-.123
	Sig. (2-tailed)	.621	.154	.626	.382		.983	.242
	N	92	92	92	92	92	92	92
TO PURSUE PASSION	Pearson Correlation	-.037	.265*	-.247*	.101	-.002	1	.000
	Sig. (2-tailed)	.724	.011	.018	.339	.983		.996
	N	92	92	92	92	92	92	92
TEDIOUSNESS	Pearson Correlation	-.103	-.037	-.037	.113	-.123	.000	1
	Sig. (2-tailed)	.328	.723	.724	.283	.242	.996	
	N	92	92	92	92	92	92	92

Source: Computed from Field Survey (December 2022 to February 2023), Note: ** is statistically significant at the 0.05 level.

Ho: There is no association difference between the gender and the level of satisfaction.

Ha; There is association difference between the gender and the level of satisfaction.

From the above table, with the comparison between the gender with being your own boss * which is correlated significant at the level of 0.05 level.

The comparison between the gender and the level of satisfaction in the flexibility ** which is correlated significant at the 0.01 level.

The decision making of the level of satisfaction which is significant level, to pursue passion * which is correlated at the 0.05 level of significance, and tediousness which is correlated at the 0.01 level of significance.

Table: significant correlation relationship between age and the initial business investment of the Selected Sample Respondents

		AGE	INITIAL BUSINESS INVESTMENT
AGE	Pearson Correlation	1	.033
	Sig. (2-tailed)		.755
	N	92	92
INITIAL BUSINESS INVESTMENT	Pearson Correlation	.033	1
	Sig. (2-tailed)	.755	
	N	92	92

Source: Computed from field survey (October 2022 to February 2023),,

Note: * is statistically significant at the 0.05 level.

** Statistically Significant at 0.05 level.

H₀: There is no association difference between the age and the initial business investment of the selected sample Respondents

H_a: There is association difference between the age and the initial business investment of the selected sample Respondents.

From the above table, with the comparison between the age and the initial business investment * which is correlated significant at the level of 0.05 level.

The comparison between the age and the initial business investment ** which is correlated significant at the 0.01 level.

The age and the initial business investment which is significant level, *which is correlated at the 0.05 level of significance, which is correlated at the 0.01 level of significance

SL NO:	DETAILS OF GENERAL CHARACTERISTICS OF SELECTED SAMPLE RESPONDENTS	CHARACTERISTICS	PERCENT
1	AGE	61 AND ABOVE 20 YEARS 41-60 YEARS 21-40 YEARS	2 (2.2%) 4 (4.3%) 31 (33.7%) 55 (59.8%)
2	GENDER	MALE FEMALE	27 (29.3%) 65 (70.7%)
3	EDUCATIONAL QUALIFICATION	OTHER ABOVE PG (PHD) UPTO 5TH 12TH UPTO 10TH PG UG	1 (1.1%) 1 (1.1%) 4 (4.3%) 11 (12.0%) 12 (13.0%) 25 (27.2%) 38 (41.3%)
4	MARTIAL STATUS	MARRIED UNMARRIED DIVORCE WIDOW OTHERS	62 (67.4%) 27 (29.3%) 1 (1.1%) 1 (1.1%) 1 (1.1%)

5	MONTHLY INCOME	500001 AND ABOVE	8 (8.7%)
		400001-Rs 50,000	10 (10.9%)
		10000 AND BELOW	13 (14.1%)
		300001-Rs 40,000	13 (14.1%)
		200001-Rs 30,000	19 (20.7%)
		10001-Rs 20,000	29 (31.5%)
6	NATIVE PLACE	SEMI -RURAL	7 (7.6%)
		SEMI-URBAN	11 (12.0%)
		RURAL	16 (17.4%)
		URBAN	58 (63.0%)
7	MONTHLY SAVINGS	1501-Rs 2000	3 (3.3%)
		2001-Rs 2500	5 (5.4%)
		501-Rs 1000	7

			(7.6%)
		2501-Rs 3000	7 (7.6%)
		1001-Rs 1500	12 (13.0%)
		500 AND BELOW	13 (14.1%)
		3001-Rs 3500	12 (13.0%)
		3501 AND ABOVE	33 (35.9%)
8	INITIAL BUSINESS INVESTMENT	LOAN FROM NBFC'S	
		LOAN FROM GOVT	1 (1.1%)
		BANK	1
		LOAN FROM	(1.1%)
		RELATIVES\	3
		FRIENDS	(3.3%)
		LOAN THROUGH	4
		FAMILY	(4.3%)
		SAVINGS	9
		GOLD PLEDGE	(9.8%)
		LOAN FROM	32
		PRIVATE BANK	(34.8%)
		FROM PERSONAL	36
		SAVINGS	(39.1%)
		OTHER	

Source: Computed from field survey (December 2022 to February 2023),

It is found from the above table, that, out of total respondents taken for the study, (59.8%) are between the age group of 21-40 years, (4.3%) are between the age group of 20 years, (33.7%) are between the age group 41-60 years. (2.2%) are between the age group of 61 AND ABOVE. Majority (59.8%) of the respondents are between the age group of 21-40 years. It is found from the above table, that, out of total respondents taken for the study, (29.3%) are male, (70.7%) are female.

Majority (70.7%) of the respondents are female. The outcome of the analysis reveals that (41.3%) of the respondents are under graduate, (27.2%) are post graduate, (13.0%) have completed their school education, (12.0%) have completed their higher education. Out of those respondents (67.4%) are married, (29.3%) are unmarried Majority (67.4%) of the respondents are married.

Out of the total respondents taken for the study, (31.5%) of the respondent's family earnings is more than Rs 100001-20,000 per month, (20.7%) earnings are between Rs 200001-30,000, (10.9%) earnings are between Rs 400001-50,000.

Most 31.5% of the respondent's family earnings is more than 100001-20,000 per month.

The results reveal that (63%) of the respondents are residing in urban area, (17.4%) are residing in rural area, (12%) are residing in semi-urban area and (7.6%) are residing in semi-rural area.

Majority (63%) of the respondents are residing in urban area Out of the total respondents taken for the study, (35.9%) of the respondent's family savings is more than Rs 3501 and above per month, (14.1%) of the savings are between Rs 500 and below per month.

Most (35.9%) of the respondent's family savings is more than Rs 3501 and above per month. Out of those respondents (39.1%) of the respondents are invest their initial investment from their personal savings of the respondents, (34.8%) of the respondents are get their loan from the private bank.

Majority (39.1%) of the respondents are invest their initial investment through personal savings, and the majority of the respondents (34.8%) of the respondent's loan through private bank.

4.6. Kruskal Wallis Test:

In order to analyse with the important socio-economic and the business variables of the selected sample respondents. Chi-square analyses are performed for the various socio-economic variables which includes gender and business profile which includes the motives behind starting their business by the selected sample Respondents.

Table: Relationship between the gender and motives of the selected sample Respondents

MOTIVES	Chi-Square	Df	Asymp. Sig.
TO ATTAIN FINANCIAL INDEPENDENCE	.908	1	.341
TO AVOID MONOTONY OF JOBS	4.042	1	.044
AS A PASSION	.160	1	.689
INTERESTED IN SELF-EMPLOYMENT	.080	1	.777
TO AUGUMENT FAMILY INCOME	.182	1	.670
TO OVERCOME UNEMPLOYMENT	4.333	1	.037
OTHERS	.260	1	.610
RATE THE EXTENT OF SUPPORT RECEIVED FROM FAMILY MEMBER	.000	1	.996
FINANCIAL SUPPORT	1.637	1	.201
PHYSICAL SUPPORT	1.268	1	.260

MORAL SUPPORT	.293	1	.588
PROMOTIONAL SUPPORT	.003	1	.954
OTHER FORM OF SUPPORT	1.210	1	.271

Source: Computed from field survey (December 2022 to February 2023 Note: statistically significant at the 0.05 level.

H₀: There is no relationship between the Motives and gender of the selected sample Respondents.

H_a: There is relationship between the motives and gender of the selected sample Respondents.

The table depicts the outcome of Kruskal Wallis test in term of business factors, mean rank, chi-square value and their significance value on the level of awareness. There is no relationship between promotional support (0.954) and the level of awareness for features as the level of significance value is greater than 0.05.

There is relationship between the financial support (0.201), physical support (0.260) and the other forms of support (0.271) and the level of awareness for features as the level of significance value is less than 0.05.

4.7. GARRETT RANKING:

Various factors are found to have influenced the selected sample respondents to become solopreneurs. Garrett ranking technique was adopted to rank the factors influencing the respondents and to find out the most and the least important factors among them.

Table: Factors influencing the Selected Sample respondents to Become solopreneurs

SL NO:	LEVEL OF SATISFACTION	TOTAL GARRETT SCORE	GARRETT MEAN SCORE	MEAN RANK
1	Being your own boss	4778	51.93478	IV
2	Financial sufficiency	4098	44.54348	VI
3	Flexibility	5311	57.72826	III
4	Decision making	6099	66.29348	I
5	To pursue passion	5942	64.58696	II
6	Avoiding tediousness of routine job	4214	45.80435	V

Source: Computed from field survey (December 2022 to February 2023): Note: Statistically significant at the 0.05 level.

Through Garrett ranking technique, the level of satisfaction is being analyzed with the ranks assigned by the sample respondents. From the above table decision making gives the maximum level of satisfaction and financial sufficiency gives the least level of satisfaction. Out of the 6 factors' Garrett mean score ranked through the following are the results: decision making was ranked first place, to pursue passion was ranked second place, flexibility was ranked third place, being your own boss was ranked fourth place, avoiding tediousness of routine job was ranked fifth place.

4.8. Chi-square analysis

In order to analyse the association between the age and the initial business investment of the selected sample respondents. Chi-square is performed on the socioeconomic profile and the business profile of the selected sample respondents. Socio economic profile which includes Age, and the business profile which includes

the initial business investment by the solopreneurs to start their business by the selected sample respondents.

Table: Association between age and the initial business investment of the selected sample respondents

	AGE	INITIAL BUSINESS INVESTMENT
Chi-Square	82.174^a	122.261^b
Df	3	7
Asymp. Sig.	.000	.000

Source: Computed from Field survey: (October 2022 to February 2023) Note: Statistically significant at the 0.05 level

H₀: There is no association between the age and the initial business investment of the selected sample Respondents.

H_a: There is association between the age and the initial business investment of the selected sample respondents.

From the above table the significance value is 0 and hence we reject the null hypothesis at 1% level of significance.

Summary and Conclusion

CHAPTER -V

SUMMARY AND CONCLUSION

The study aimed at measuring the level of satisfaction of the solopreneurs and the success of the informal sector entrepreneurs and the intensity of the major problems faced by the female entrepreneurs as well as the solopreneurs in the informal sectors of the solopreneurs in the COIMBATORE. Most of them have an interest to expand their business but they can't able to expand their business and they are not having any of the proper address of the solopreneurs. Hence, it is suggested that they should get move from the informal business to the informal sector. Due to the many reasons that too many requirements for the registration fees will be higher for their starting their new business. Since we need to reduce the registration fees and by giving government support to the informal sector of the entrepreneurs and the solopreneurs. We need to suggest that they may register for their business and that will lead to economic conditions of the entrepreneurs and the solopreneurs in the Coimbatore Districts of Tamil Nadu. The educated background of the respondents ranged from primary education to PhD. This proves that the solopreneurs avenue is open to people of any educational qualification. Confirming to the fact that India has a progressive demographic dividend for the longer term a huge percentage of respondents in the area which is belonged to 21-40 years. The sample respondents of the solopreneurs comprising of the beauticians, content writer, boutique shops, grocery shops, and the own manufacturing shops. Data was collected from the solopreneurs in Coimbatore. In Coimbatore I have taken two areas Ganapathy, and Sai baba colony. The numerous opportunities and challenges faced by the entrepreneurs and the solopreneurs have a great bearing on the way the entrepreneurship will be carried out in the future of the entrepreneurs and the solopreneurs. In developing country like India where the unemployment rate will be considerably very high it has become necessary for the government that need to initiate measures to improve the new innovation and establishing new things in the business. That will lead to increase the employment and reducing the poverty.

AN ECONOMIC ANALYSIS OF SOLOPRENEURS IN SELECTED STUDY REGION, the entrepreneurial culture in the Kongu Region which shows the standard of the products of the new startups has been become satisfactory and there is

a great demand for the start-ups. There can be significant increase in the entrepreneurial activity that the government need to provide more facilities and the schemes to the solopreneurs, as well as the entrepreneurs. The schemes which are provided by the government they need to get aware of all the schemes which is provider to the entrepreneurs.

Objectives:

In this background, the present study has the following objectives:

- To analyse the socio-economic profile of the selected sample respondents.
- To study the business profile of the selected sample respondents.
- To understand the Government initiatives and the regulations of the selected respondents.
- To evaluate the economic success of the selected sample respondents.
- To identify the influential factors of the selected sample respondents
- To analyse the problems and suggestions faced by the solopreneurs in the selected respondents.

Research Gap:

Literatures about the solopreneurs are available in the large numbers in other countries compared to India. The earlier studies The Urban Dictionary (2015), U.S Census Bureau (2013), are based on the performance of the solopreneurs in their historical background. Explaining about the solopreneur history and their background. Cooper and cartwright (1994) explains about the job satisfaction of the solopreneurs. Euroford (2012) about the solopreneurs with the comparison with the other united states. First selected sample respondents are analysed the issues and challenges faced by the solopreneurs by the theory of innovation theory. second, the study was conducted in the districts of Coimbatore analysing the socio-economic background, and the challenges faced by the solopreneurs in selected study area.

Hypotheses

- There is no association between socio-economic factors and revenue earned by the selected sample respondents in study area.
- There is no significant relationship between the motives and gender of the selected sample respondents.
- There is no significant correlation relationship between the gender and the level of satisfaction of the selected sample respondents.
- There is no significant correlation relationship between initial business investment and the revenue earned by the selected sample respondents.

Methodology

Coimbatore Districts was selected for the study. As the study was mainly based on primary data. **Multi-stage Random Sampling** technique was adopted for the sample selection. The sample selection process used by the investigators is been provided. In the first stage, Coimbatore Districts was selected for the study. The study is based on Solopreneurs so, the researchers selected only in urban area so Coimbatore corporation (North zone) Ganapathy and Saibaba Colony was selected. In the second stage the researcher has concentrated on zones of Coimbatore corporation namely Ganapathy, and Saibaba colony (north zone) and each zones had 20 zones in it. In the third stage, the investigators had chosen wards with highest population from each zone. Central zone (Gandhipuram). Data was collected from a total of 92 solopreneurs. Based on random sampling technique the selected solopreneurs were chosen for collecting data.

Data was collected from solopreneurs in Coimbatore District. In Coimbatore districts I have taken two places which includes Sai baba colony and Ganapathy. In Sai Baba colony a total of 47 respondents comprising of 1 beauticians, 5 content writer, 3 boutique shops, 8 grocery shops, 15 own manufacturing shops, 2 chemist shop, 3 home- made masalas, and 10 which is belongs to others. And in the area of Ganapathy the total of 45 respondents comprising of 1 beautician, 10 content writer, 3 boutique shops, 6 grocery shops, 20 own manufacturing shops, 3 chemist shops, 3 home-made masalas, and 5 belongs to others. As a whole 92 respondents in Coimbatore districts of selected study area comprise of the sample size of the present study.

Conclusion:

Coimbatore had a dominance of Solopreneurs. The demand for the solopreneurs in India is expected to increase the solopreneurs for the future. As a consequence of the solopreneurs of increased solopreneurs for the improvement of the business. There is a vast gap between the solopreneurs in the selected study area. The socio-economic factors of the respondents will impact the solopreneurs business need to be improved by using the government schemes that will be beneficiaries to the people. There are numerous problems faced by the respondents regarding the solopreneur's business in which the main problems of the solopreneurs need to solve the problems of the solopreneurs by providing the proper allocation of the solopreneur's resources of the selected sample respondents. Where high group of income people are willing to pay for the solopreneurs of the selected study area. These respondents are not willing to go for other resources are limiting the business by the solopreneurs. To find out the solopreneur's behaviour among the selected sample respondents. And the results of the solopreneurs will show that the high-income people are found to spend money for the business through the government schemes and by the government intervention as they are limited by their income conditions of the selected sample respondents.

Suggestions:

- Solopreneurs will need to find the proper passion for the successful startups need to be found by the people.
- Solopreneurs will need to get the finances in order to run their business.
- Solopreneurs will need to make more sacrifices in success and failures of the business.
- Solopreneurs will need to develop their business knowledge by creating with the new ideas and innovations.
- Being a successful solopreneur, they should be a proper plan for the business growth and development.
- Development of the solopreneurs has helped in the improvement of the solopreneurs. Such development must be implemented by the Government in Coimbatore where the solopreneurs is on the boom.

Findings of the study:

- The socio-demographic characteristics is taken for the study are Gender, age, education, and the number of members in the family. The male population was dominant among the selected sample Respondents among the category of the low income Rs 10001-Rs 20,000 of their family earnings of the solopreneurs of the selected sample Respondents.
- The living conditions of the solopreneurs which showed the majority of the selected sample Respondents who lives in the Coimbatore and with the small majority of the solopreneurs and showed the low-income savings of Rs 3501- and above.
- The person who fetches the solopreneurs of the low majority of their family expenses of the selected sample Respondents
- Chi-square of the socio-economic factors which includes the age, and the initial business investment of the Selected Sample Respondents.
- The correlation of the association differences between the gender and the level of satisfaction of the selected Sample Respondents.
- The factors influencing the Factors influencing the Selected Sample respondents to Become solopreneurs

Future Research:

- To conduct analysis of solopreneurs in other zones of Coimbatore.
- To examine an environmental model which helps to improve the business of the solopreneurs.
- To study the difficulties faced by the solopreneurs who operates the business under the competition of others.
- To analyse the usage of the Government schemes by the solopreneurs and to find out the beneficiaries under the PRADHAN MANTRI MUDRA YOJANA

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INSTITUTIONAL HUMAN ETHICS COMMITTEE



Avinashilingam

Institute for Home Science and Higher Education for Women
(Deemed to be university under Category 'A' by MHRD, Estd. u/s 3
of UGC Act 1956) Re-accredited with 'A⁺⁺' Grade by NAAC.
Recognised by UGC Under Section 12 B
Coimbatore- 641043, Tamil Nadu, India

05.01.2023

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To
Ms. I. R. Aswathi
Department of Economics
Avinashilingam Institute for Home Science and
Higher Education for Women
Coimbatore- 641043

Dear Aswathi,

Ref: Your proposal No. IHEC/22-23/EC-02 entitled "An
Economic Analysis of Solopreneurs in Selected Study Area"
submitted for approval of IHEC on 21.11.2022.

The Institutional Human Ethics Committee of our University
hereby grants approval to your research proposal No. IHEC/22-
23/EC-02 entitled "An Economic Analysis of Solopreneurs in
Selected Study Area" submitted by you. The Approval number for the
same is AUW/IHEC/EC-22-23/XMT-02.

We wish you all the best in your research endeavours.

Regards

Dr. A Thirumani Devi
Member Secretary



ANNEXURE

NAME

AGE

- 20 YEARS
- 21- 40 YEARS
- 41-60 YEARS
- 61-YEARS AND ABOVE

GENDER

- MALE
- FEMALE
- TRANSGENDER

EDUCATIONAL QUALIFICATION

- UPTO PRIMARY EDUCATION (UPTO 5TH STD)
- UPTO SECONDARY EDUCATION (UPTO 10TH STD)
- UPTO HIGHER SECONDARY (UPTO 12TH STD)
- UNDER GRADUATION
- POST GRADUATION
- ABOVE PG (PHD)
- OTHER

MARTIAL STATUS

- MARRIED
- UNMARRIED
- DIVORCE
- WIDOW
- SEPARATED
- OTHERS

MONTHLY INCOME

- 10000 AND BELOW
- Rs. 10001- Rs. 20000
- Rs. 20001- Rs. 30000
- Rs. 30001- Rs. 40000
- Rs. 400001-Rs. 50000
- Rs. 50001 and ABOVE

MONTHLY SAVINGS

- Rs. 500 AND BELOW
- Rs . 501-Rs 1000
- Rs.1001-Rs.1500
- Rs.1501-Rs. 2000
- Rs.2001- Rs. 2500
- Rs. 2501-Rs.3000
- Rs. 3001 to Rs. 3500
- Rs. 3501 and above

MODE OF SAVINGS

- GOVERNMENT BANK
- PRIVATE BANK
- NON BANKING FINANCIAL INSTITUTION
- FORMAL CHIT
- INFORMAL CHIT
- CO-OPERATIVE SOCIETIES
- Other

TO WHICH CATEGORY DOES YOUR NATIVE PLACE BELONG TO

- RURAL
- SEMI- RURAL
- SEMI-URBAN
- URBAN

BUSINESS DETAILS:

WHAT WAS YOUR INITIAL BUSINESS INVESTMENT?

WHAT WAS THE SOURCE OF YOUR INITIAL BUSINESS INVESTMENT?

- FROM PERSONAL SAVINGS
- LOANS THROUGH FAMILY SAVINGS
- LOAN FROM RELATIVES\ FRIENDS
- LOAN FROM GOVERNMENT BANK
- LOAN FROM PRIVATE BANK
- LOAN FROM NBFCS
- GOLD PLEDGE
- OTHER

HAVE YOU TAKEN A LOAN UNDER ANY OF THE GOVERNMENT SCHEMES?

- YES
- NO

IF YOU HAD TAKEN LOAN UNDER ANY OF THE GOVERNMENT SCHEMES, MENTION THE NAME OF THE SCHEME

MENTION IF IT IS PART- TIME OR FULL- TIME. IF IT IS PART-TIME, WHAT DO YOU DO IN THE REMAINING HOURS?

- Part-time; family commitments in the remaining hours
- part-time; other commitments in the remaining hours
- part- time: Make neccessary preparations for business in the remaining hours
- full- time
- other

WHAT IS YOUR BUSINESS HOURS? (SELECT ALL THAT APPLIES)

- Before 10.00 a.m
- 10.00 a.m to 12.00 p.m
- 12.00 p.m to 4.00 p.m
- 4.00 p.m to 9.00 p.m
- 9.00 p.m and above

HOW MANY PEOPLE ARE EMPLOYED IN YOUR BUSINESS? are they your family members

- family member
- friend
- other people (employed for salary)
- not applicable
- others

For how long are you engaged in this business?

- Less than a year
- 1 year to 2 years
- 2 years to 3 years
- 3 years and above

On what basis did you choose the place of your business

- Residential Area
- Commercial Area
- Proximity to college\ school\ IT parks
- Others
- Not applicable

PRE- BUSINESS SCENARIO (PROFESSION BEFORE STARTING BUSINESS):

What was your employment status before you started this business?

- Just graduated
- In search of a contented profession
- Employed in a 9.00 a.m to 5.00 p.m
- Engaged in family commitments
- Other

WHAT WAS YOUR MOTIVE BEHIND STARTING THE SOLOPRENEURS BUSINESS?

MOTIVES	HIGHLY SUPPORTIVE	SUPPORTIVE	NEUTRAL	LESS SUPPORTIVE	LEAST SUPPORTIVE
To attain Financial Independence					
To avoid Monotony of jobs					
As a passion					
Interested in Self-employment					
To augment family income					
To overcome Unemployment					
Other					
Rate the extent of support received from family members					
financial support					
physical support					
moral support					
promotional support (in Marketing the business)					
other form of support					

If you promote through social media, Which is the most used platform?

- No
- Instagram Influencers
- Whatsapp
- Youtube
- Other

Level of satisfaction in the following aspects

LEVEL OF SATISFACTION	1	2	3	4	5	6
being your own boss						
financial sufficiency						
Flexibility						
decision making						
to pursue passion						
avoiding tediousness of routine job						

WHAT ARE THE VARIOUS INDICATORS THAT HELP THE PEOPLE TO RUN THE BUSINESS?

- Society
- Relatives
- Family member
- Friends
- not applicable
- none

GOVERNMENT INITIATIVES AND REGULATIONS?

Are you aware of the following governmental schemes?

- Pradhan Mantri Mudra Yojana (PMMY)
- Stand -up India (SUI) Scheme
- Gram Udyog Vikas Yojana
- Others

Does your business need a license? If yes, what are the procedures undergone to acquire license?

What sort of regulations does the government follow?

- None
- Quality check
- Other

Rate the government regulation as a support or as a barrier

- 1 (Highly Supportive)
- 2
- 3
- 4
- 5 (Barrier)

COSTS INCURRED AND REVENUES EARNED:

Approximate revenue earned:

What are your business expenditures?

- None
- 1 to 25%
- 26% to 50 %
- 51 to 75%
- 76 to 100%

How long did it take to equalize cost and revenues? (break-even point)

- within 6 months
- 6 months to 1 year
- 1 year to 2 years
- 2 years and above

JOB AND EXPENSES:

- Select your locality?
- Urban
- Rural
- Semi-urban
- Others

Which sector do you belongs?

- Private
- Public
- Entrepreneurs
- not applicable
- none

Select the nature of job?

- Beautician
- content writer
- Event planner
- Bakers
- handicrafts \ jewellery
- Teaching and coaching
- Homemade masalas
- Architect and sculptures
- Grocery shops
- Tailoring shops
- Own manufacturing shops
- Personal trainer
- Graphic designer

- Artist
- Photographer
- Furniture maker
- Boutique shops
- Content creator
- Farmers Street vendors
- Chemist shop
- Xerox/ stationery shop

What is the mode of your business?

- Freelancer from home
- From shop
- Company
- Others

State the related expenses that you meet? (monthly)

- Electricity bill
- phone bills
- Rent and maintenance
- Transport
- Others

Do you provided any lecturer\ training related to your profession?

- Yes
- No

Have you attended any training related to the profession?

- Yes
- No

Select the nature of thoughts you had faced after the loss?

- Quitting this profession
- Taking loss as a challenge
- To commit suicide
- To see the alternative options

- To compensate the loss
- None

Problems or difficulties faced:

Suggestions if any to the government or to the people: