

## THE MIGRANT ENTREPRENEURS IN CHENNAI CITY - A BIRD'S EYE VIEW

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### **Abstract**

*Entrepreneurs are frequently thought of as national assets to be cultivated, motivated and remunerated to the greatest possible extent. Entrepreneurs can change the way we live and work. If successful, their innovations may improve our standard of living. In short, in addition to creating wealth from their entrepreneurial ventures, they also create jobs and the conditions for a prosperous society. Path breaking offerings by entrepreneurs, in the form of new goods & services, result in new employment, which can produce a cascading effect or virtuous circle in the economy. The stimulation of related businesses or sectors that support the new venture adds to further economic development. In the past decade, much attention has been paid to the economic importance of ethnic (migrant) entrepreneurship. This type of self -employment appears to provide a vital and creative contribution to the urban economy. The rising size and importance of ethnic entrepreneurship has recently prompted much policy and research interest regarding migrant business in World. Migrant entrepreneurs do not only have a substantial impact on the urban economy, but they also act as role models for socioeconomic integration. They often operate in interesting market niches and provide a positive stimulus for creative business-making in modern cities. The present article offers first an overview of the literature on the migrant entrepreneurs in Chennai city- a bird's eye view. And study based on both Primary and Secondary sources.*

**Keywords:** *National Assets, Innovations, Ethnic Entrepreneurship, Policy & Research Interest and Socioeconomic Integration*

### **Introduction**

The rapid development of the society has made entrepreneurship as one of the most dynamic forces in the economy. It is driving the technological boom, which in its turn is driving much of the world's economic growth. This aspect makes entrepreneurship very important from a macro-economic perspective. As globalization of business becomes even more widespread, this impact is felt even more deeply. The scope of what entrepreneurship involves, will continue to change and evolve because environment in which entrepreneurship operates, is constantly changing and evolving too. Therefore, companies must learn to think and act in this dynamic equilibrium. Fostering entrepreneurship means channelling entrepreneurial drive into a dynamic process, which takes advantage of all the opportunities that economy can provide. Entrepreneurship requires an entrepreneur to be a person of superior ability who pursues his / her goals despite obstacles, opposition, setbacks, and failure. He / she must persist in the face of adversity, confront unknown challenges, risks and learn from failures, have confidence in his / her capacity to deal with the world, and take practical rational steps in the pursuit of goals. The successful entrepreneur tends to be a visionary, competent, independent,

action-oriented, passionate, confident, and virtuous person who uses reason to focus his or her enthusiasm on reality in the efforts to attain the goals.

### **Entrepreneur**

An entrepreneur is a person who has possession of an enterprise or venture and assumes significant accountability for the inherent risks and outcome. He is an ambitious leader who combines land, labour and capital to create and market new goods or services. A strong desire to do something positive is an inbuilt quality of an entrepreneur. Most successful entrepreneurs have a few things in common such as courage, vision, intuition and persistence.

An urge to exercise power over things and objects persists among all human beings. The urge may vary in degree from person to person. This urge is an intrinsic quality of an entrepreneur. He is harbinger of economic growth; he combines entrepreneurial drive with leadership and innovativeness. He is the key man who envisages new opportunities, new techniques, new lines of production, new products and co-ordinates all other activities. Moreover, the term “entrepreneur” refers to an innovator. A person who innovates or creates new product and sells it in the market and also satisfies the customers is known as an entrepreneur. He is the one who brings resources, labour, materials and other assets into combinations that make their value greater than before and also one who introduces changes, innovations and a new order. He is the one who improves the standard of living of the people and fixes the prices according to current economic situation and who is always concerned about the economic development.<sup>1</sup>

### **Entrepreneurship**

Entrepreneurship is an ancient concept that is both simple and complex at the same time. Conceptualizations, definitions and understandings of the phenomenon have attracted scholars and practitioners for a very long time. Even though, the definition of entrepreneurship has debated among scholars, educators, researchers, and policy makers. There is still no complete consensus on the definition of this field of study (Morales-Gualdron & Roig, 2005).<sup>3</sup> Bygrave and Hofer (1991) defined the entrepreneurial process as involving all the functions, activities, and actions associated with perceiving of opportunities and creation of organizations to pursue them.<sup>4</sup>

Joseph Schumpeter introduced and revived the modern definition of “entrepreneurship” in 1934. He described entrepreneurship as the ability to break away from routine, to destroy existing structures, to move the system away from the event, circular flow of equilibrium. According to him, the essence of entrepreneurship lies in the perception and exploitation of opportunities in the realm of business. It always has to do with bringing about a different use of national resources in that they are withdrawn from their traditional employ and subjected to new combinations (Schuetz, 2005).<sup>5</sup> Kuratko and

Hodgetts (2004) define entrepreneurship “as a dynamic process of vision, change and creation. It requires an application of energy and passion towards the creation and implementation of new ideas and creative solutions”.<sup>6</sup> A broad overview of how entrepreneurship has been defined throughout the history is given by Sexton and Landström (2000). They argue that most definitions of the word “entrepreneur” take into account the individual aspect, the innovative aspect, the commercial orientation aspect and business behaviour. The fact that entrepreneurship has connected to individual aspects is not difficult to understand. The innovative aspect normally means that the business a person starts must be, in some way, innovative compared to similar existing types of businesses.<sup>7</sup>

### **Evolution of Entrepreneurs in India**

Over the last 60 years, India has seen entrepreneurs evolve in different roles. The modern entrepreneurs are wealth creators, communicators, entertainers etc. Before 1943, the Indian business scene was completely dominated by British companies. Apart from a few like the Tatas in steel and the Wadias in shipbuilding, and scattered Gujarati and Bohri Muslim businessmen, Indians had to be content with the crumbs. Manufacturing was closed to all but a handful of Indian business houses with financial resources and a working relationship with British companies. Trading was the only viable option, with jute and cotton-broking in Calcutta being another possible alternative. In such a bleak scenario, the Birla Jute Mill, which was started in 1919, marked the entry of the Birla family, essentially traders, into industrial manufacturing. More business opportunities surfaced when World War II ended in 1945. Reconstruction after the war required cement, steel and other infrastructure industries. However, it was only after Independence in 1947 that Indian industry began to expand in the core sector (Dutta, 2005).<sup>9</sup>

### **Statement of the Problem**

According to 2001 Census, which is the latest available data as far as migrant population is concerned, out of the 937,000 migrants (21.6 per cent of its population) in the city, 74.5 per cent were from other parts of the state, 23.8 per cent were from rest of India and 1.7 per cent were from outside the country. Among the migrants, 489,128 were males and 447,872 were females. Some minority communities are Marwaris, Oriyas, Malayalis, Anglo-Indians, Bengalis and Punjabi and Kannadigas. Different migrant groups and different cultures show different features in terms of driving forces, motivation, performance, and success conditions. The cultural, socio-economic and psychological attributes of different migrant groups affect their entrepreneurial behaviour. Migrant entrepreneurs differ in terms of their reasons for migration, their religion, language, educational attainment, demographic background and their access to family business networks. However, the interaction between culture and migrant entrepreneurship is complex. Culture, in the form of a family tradition in business and strong family ties, has an impact on business entry

motives, on the financing of new start-ups, and on the nature of the business chosen. This suggests that the factors determining the success and also the problems faced by the migrant entrepreneurs in the host regions will differ among them to a great extent. This warrants a thorough analysis with the help of primary data, collected from the entrepreneurs themselves, in order to throw more light on the success and problems of the migrant entrepreneurs, which is attempted in this study.

### **Objectives of the Study**

1. To analyse the reasons for the success and problems faced by the migrant entrepreneurs;
2. To study the problems faced by the migrant entrepreneurs;
3. To offer suitable suggestions based on the finding of the study.

### **Methodology of the Study**

#### **Collection of Data**

This study is based on primary data which has been gathered through field survey. The interview schedule has been administered to collect primary data.

A pilot study was conducted on 100 sample migrant entrepreneurs to ascertain the appropriateness of the interview schedule. On this basis, necessary modifications were carried out and then the field survey was conducted.

#### **Sampling Design**

The Study area has been divided into two zone, namely south and north Chennai city. The migrant entrepreneurs are scattered in nature. The purposive sampling method has been used. The sample size is drawn from each 250 north and south Chennai City.

#### **Tools for Analysis**

The collected data has been analysed with the application of Ratio Analysis, Descriptive Statistics, Log Likelihood Ratio Test, Wilcoxon Test, t-Test, ANOVA, Chi-square Test, Correlation Matrix, Factor Analysis and KMO Test and Bartlett's Test.

### **Factors Responsible to become Migrant Entrepreneurs**

In order to probe the reasons which have prompted the migrants to become entrepreneurs, factor analysis is attempted to bring out the most important reasons. Factor analysis is a method of data reduction, which is done by seeking underlying unobservable (latent) factors that are reflected in the observed factors (manifest variables). It is based on the correlation matrix of the factors involved, and correlations usually need a large sample size before they stabilize.

### KMO Test

In Factor Analysis, the first step is to apply the Kaiser-Meyer-Olkin (KMO) test, which measures the sampling adequacy of the samples taken which should be greater than 0.5 for a satisfactory factor analysis to proceed. Another indicator of the strength of the relationship among variables is Bartlett's test of sphericity. Bartlett's test of sphericity is used to test the null hypothesis that the variables in the population correlation matrix are uncorrelated. The observed significance level is .0000. It is small enough to reject the hypothesis. It is concluded that the strength of the relationship among variables is strong. It is a necessary to proceed a factor analysis for the data. Table-1 presents the result of KMO test and Bartlett's Test.

**Table 1: KMO test and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.662
Bartlett's Test of Sphericity	Approx. Chi-Square	2309.256***
	Df	15
	Sig.	0.000

Source: Computed from primary data

The test result indicates that the value of KMO statistic is 0.662, which is considerably higher than the required 0.50, which suggests that there is sufficient sampling adequacy and thus, the Factor analysis can be proceeded. Moreover, as the Bartlett's Test of Sphericity indicates, the chi-square value is significant at one per cent level and hence, there exists a strong and statistically significant relationship among the variables.

### Correlation Matrix

- 1.2 presents the correlation matrix among the factors which are taken as the reasons which prompted the respondents to turn into entrepreneurs.

The shows a mixed pattern of interrelationships among the factors which are considered for the analysis. A greater part of correlations are quite weak, while a few show marginally better interrelations. Some of them are positive and also statistically significant. For example, capacity to take risk is comparatively better correlated with factors like managerial skills and leadership skills; intelligence and wide knowledge is better correlated with will to prove superior, while support of family is associated with systematic planning and problem solving and community welcoming culture. However, the signs of the relationships differ, which suggests the need of further analysis. In order to test the factor or the degree of dimensions of the factors, they are used as inputs and further test is attempted.

Table-2 Correlation Matrix - Reasons for Venturing into Business

Factors	Capacity to take risk	Commitment and Determination	Intelligence and Wide knowledge	Support of Family	Vision and Foresight	Initiative and Responsibility	Flexibility and Sociability	High degree of Ambition	Will to Conquer	Will to prove Superior	Systematic Planning & Problem Solving	Technical skills	Managerial Skills	Leadership Skills	Community Welcoming culture
Capacity to take risk	1.00														
Commitment and Determination	0.06	1.00													
Intelligence and Wide knowledge	0.42	0.05	1.00												
Support of Family	-0.09	0.06	0.03	1.00											
Vision and Foresight	0.02	0.33	-0.12	0.26	1.00										
Initiative and Responsibility	-0.02	0.03	-0.01	0.16	-0.03	1.00									
Flexibility and Sociability	-0.17	-0.12	-0.16	0.21	0.01	-0.19	1.00								
High degree of Ambition	-0.31	0.31	-0.08	-0.36	-0.08	0.00	0.01	1.00							
Will to Conquer	-0.22	-0.44	0.07	0.40	0.00	0.61	0.04	-0.10	1.00						
Will to prove Superior	-0.07	-0.12	0.49	0.10	0.47	0.02	-0.66	0.00	0.06	1.00					
Systematic Planning & Problem Solving	-0.11	-0.17	0.12	0.17	0.02	0.02	0.18	0.62	0.08	0.08	1.00				
Technical skills	-0.26	-0.30	0.07	-0.46	0.04	0.50	-0.37	0.14	-0.54	0.12	-0.06	1.00			
Managerial Skills	0.51	-0.23	-0.14	0.02	0.19	0.19	0.05	0.46	-0.18	-0.08	-0.12	0.34	1.00		
Leadership Skills	0.46	0.43	-0.12	-0.036	0.10	-0.31	-0.11	-0.10	0.08	0.69	-0.10	0.18	0.04	1.00	
Community Welcoming culture	0.12	-0.10	0.23	-0.57	0.10	0.05	0.66	0.21	0.04	0.02	0.15	-0.15	-0.06	0.22	1.00

Source: Computed from primary data

### Place-wise Reasons for Choice of Location

The reasons for the choice of location on the basis of their place of business is presented in - 1.3. Since they might differ between those who live in North Chennai and South Chennai and the mean values are arranged in descending order for purpose of comparison.

Most of the entrepreneurs who reside in North Chennai opine that warehousing facility is the important reason for selecting their place of business, since it has attained the highest mean value of 9.8760; 'Professional position' is the next important reason among the North Chennai entrepreneurs (9.5280), which is followed by 'Availability of incentives' (9.4240). The reasons like power supply, transport facility and availability of manpower all follow in that order of significance for locating the business, as far as the North Chennai entrepreneurs are concerned. Being close to market is the least important reason with a mean value of 6.3040 and it is succeeded by 'close to the place of residence' with a man value of 6.7414. This suggests that among the North Chennai entrepreneurs, proximity to the market or to their residence is not the important reason to locate their business, while they look for warehousing facility as the most important reason.

**Table 3: Place-wise Reasons for Choice of Location**

Place of Business	Reasons	Mean	Std. Dev.	Mini	Max
North Chennai	Warehousing Facility	9.8760	3.7977	1	15
	Professional position	9.5280	4.2067	1	15
	Availability of Incentives	9.4240	3.9490	1	15
	Power Supply	9.1200	3.7019	2	15
	Transport Facility	9.0520	3.7547	2	15
	Availability of Manpower	8.3000	4.3151	1	15
	Sui Infrastructure	8.2000	4.2037	1	15
	Bank Facility	7.9720	4.1025	1	15
	Development of Area	7.9640	4.0700	1	15
	Nearer to Major Cities	7.4080	4.3364	1	15
	Raw Material Availability	7.1720	4.5317	1	15
	Distribution Channels	7.1280	3.8086	1	15
	New Town	7.1160	4.8865	1	15
	Will to prove Superior	6.7414	3.3590	1	13
	Close to Market	6.3040	4.0394	1	14
South Chennai	Professional position	11.1960	3.1504	1	15
	Availability of Incentives	9.7760	3.6391	2	15
	Warehousing Facility	9.5240	3.8173	1	15

	Power Supply	9.2040	3.6672	1	15
	Sui Infrastructure	8.9280	4.0572	1	15
	Development of Area	8.6120	3.9021	1	15
	Transport Facility	8.4640	4.0678	1	15
	Bank Facility	7.9960	3.8103	1	15
	Distribution Channels	7.8320	4.4753	1	15
	Availability of Manpower	7.7200	4.5143	1	15
	Raw Material Availability	7.3000	3.8965	1	15
	Nearer to Major Cities	7.1320	4.3587	1	15
	New Town	6.8000	4.3047	1	15
	Close to Residence	5.2240	4.2773	1	15
	Close to Market	5.1920	4.2411	1	15

Source: Computed from primary data

The respondents who carry out their businesses in South Chennai accord 'Professional resource position' as the most important reason to locate their enterprises in that part of the city, since it has attained the highest mean value of 11.1960 and it is followed by reasons like 'Availability of incentives' with a mean value of 9.7760 and 'Warehousing facility' with a mean score of 9.5240. In the case of South Chennai entrepreneurs also, reasons like being close to market and close to the place of residence are the least important reasons to locate their business in this part of the city. The entrepreneurs do not attach much importance to proximity to market or residence, since Chennai is a Metropolitan area with a population size of more than 50 lakhs and also, in this highly urbanised and costliest area, they cannot afford to think about their proximity to the residence to locate their business. The also underlines the fact that for most of the reasons, some respondents have accorded the highest rank, while some others have given the lowest rank.

#### Factors Influencing Migrant Entrepreneurs

The respondents, who have migrated from different areas, would have done so with the aim of becoming entrepreneurs or they would have become entrepreneurs due to the conditions that exist in Chennai. Thus, various factors would have made them to become entrepreneurs. These factors are classified into push factors and pull factors: factors like lack of employment opportunities in their place of origin, more competition, irregular employment and lack of scope for future development, etc., are termed as push factors, since they would have made the respondents to migrate in search of a better place. On the other hand, factors like securing self employment, more regular employment, independent living, or fulfilling self desire, etc., are termed as pull factors, since they enable the



respondents to become entrepreneurs. This section examines the opinions of the respondents about the factors which have influenced them to become entrepreneurs. Various push factors and pull factors were listed and the respondents were asked to provide their opinions on a 7 point Likert scale, ranging from 'Strongly Agree' to 'Strongly Disagree'. These opinions are examined in this section on the basis of their and place of business.

#### Place-wise Pull Factors among the Respondents

More than push factors pull factors play a crucial role in making the migrants to become entrepreneurs in their host place. Table - 4 presents the place-wise distribution of the opinions of the respondents regarding pull factors.

**Table 4: Place-wise Pull Factors among the Respondents**

Factors	Place	Strongly Agree	Agree	Slightly Agree	No Opinion	Slightly Disagree	Disagree	Strongly Disagree	Total
To Secure Self Employment	N	18.9	21.4	4.8	25.7	6.0	9.2	14.0	100.0
	S	24.5	22.3	3.2	13.0	2.0	12.8	22.2	100.0
To Secure Regular Employment	N	28.9	21.6	9.6	13.2	9.2	14.7	2.8	100.0
	S	30.4	18.5	2.4	18.0	14.2	11.1	5.4	100.0
Independent Living	N	22.7	25.6	4.0	8.0	10.8	17.7	11.2	100.0
	S	32.5	30.5	5.2	17.8	4.1	5.6	4.3	100.0
To Fulfil Self Desire	N	8.4	20.0	7.6	12.8	9.6	19.2	22.4	100.0
	S	3.6	2.0	8.8	15.6	19.2	26.0	24.8	100.0
To Fulfil Desire of Spouse	N	9.2	23.2	6.8	10.4	14.4	16.8	19.2	100.0
	S	3.2	11.2	4.8	11.6	23.6	23.2	22.4	100.0
To Fulfil Desire of Parents	N	7.2	23.2	8.8	14.4	12.8	13.2	20.4	100.0
	S	3.6	5.2	6.8	10.0	27.6	24.8	22.0	100.0
To Avail Better Development	N	38.2	21.6	4.4	9.6	5.4	4.3	16.5	100.0
	S	37.9	13.6	8.0	8.4	11.2	10.5	10.4	100.0
To Continue Family Business	N	11.6	28.5	6.0	9.2	11.2	10.5	22.0	100.0
	S	29.5	21.5	2.8	13.2	9.7	15.0	8.3	100.0
To Gain Social Prestige	N	12.4	18.0	10.8	8.0	7.2	17.6	26.0	100.0
	S	8.0	5.2	3.2	18.8	22.4	19.6	22.8	100.0
Desire to be Creative	N	1.6	16.0	7.6	26.8	10.4	22.8	14.8	100.0
	S	2.4	2.8	8.4	18.8	30.0	19.2	18.4	100.0
Better Educational opportunities	N	7.6	13.6	6.0	16.8	13.6	23.6	18.8	100.0
	S	2.0	10.8	4.0	16.0	24.0	21.2	22.0	100.0

**Note:** Figures in percentages. N - North Chennai; S- South Chennai.

**Source:** Computed from primary data

It is observed that among the North Chennai respondents, 40.3 per cent either strongly agree or agree that securing self employment is the important pull factor which has made them to migrate, which is 46.8 per cent among the South Chennai respondents; 50.5 per cent of the North Chennai either strongly agree or agree that securing regular employment in Chennai City is what made them to migrate and it is accepted by 48.9 per cent of the respondents who are located in South Chennai; 48.3 per cent of the respondents who are located in North Chennai either strongly agree or agree that independent living is the pull factor for their becoming migrant entrepreneurs, which is accepted by 63 per cent of the South Chennai respondents; similarly, 59.8 per cent of the North Chennai respondents and 50.5 per cent of the South Chennai either strongly agree or agree that they migrated to Chennai City to avail better development opportunities and around 40 per cent of the respondents in both North and South parts of Chennai opine that their migration is due to the fact that to continue their family business. On the other hand, the proportion of respondents who either strongly agree or agree is considerably less in the case of fulfilling the desire of self, or the spouse or the parents and also to gain social prestige. This indicates that pull factors which exist in Chennai City like the possibility of securing self employment, more regular employment and also a better opportunities for development have attracted them to migrate from their places of origin.

#### **Reasons for Success among Migrant Entrepreneurs**

There are many factors which have made the migrant entrepreneurs to succeed in their business and they also differ among them. This section analyses the factors which have made the respondents to attain success on the basis of their sex and place.

#### **Sex-wise Reasons for Success among Migrant Entrepreneurs**

The reasons for the success among the migrant entrepreneurs will differ on the basis of their gender and this is examined from the data presented in Table - 5.

Table - 5 Sex-wise Reasons for Success among Migrant Entrepreneurs

Reasons for Success	Opinions															
	Strongly Agree	Agree	Slightly Agree	No Opinion	Slightly Disagree	Disagree	Strongly Disagree	Total	Strongly Agree	Agree	Slightly Agree	No Opinion	Slightly Disagree	Disagree	Strongly Disagree	Total
	Male								Female							
Family employees	21.9	24.8	5.0	7.9	11.5	13.7	15.2	100	11.4	12.4	5.0	7.9	11.5	25.6	26.2	100
Own ethnic employees	7.9	20.8	7.9	18.6	12.0	19.9	12.9	100	28.9	22.4	7.9	18.6	2.0	11.9	8.3	100
Migrant employees	25.8	20.8	6.1	20.6	11.0	6.4	9.3	100	17.3	37.9	6.9	6.9	3.4	15.5	12.1	100
Own ethnic customers	3.8	16.1	7.5	14.9	20.8	16.1	20.8	100	3.8	16.1	7.5	14.9	20.8	16.1	20.8	100
Migrant customers	1.6	13.6	7.9	14.0	19.9	22.9	20.1	100	1.6	13.6	7.9	14.0	19.9	22.9	20.1	100
Business location	24.5	16.7	5.4	12.4	21.4	10.3	9.3	100	24.9	22.5	5.4	12.4	21.4	8.0	5.4	100
Good reputation	14.5	24.7	3.2	13.6	18.3	14.2	11.5	100	24.3	21.5	3.2	13.6	18.3	11.5	7.6	100
Business Practice	13.6	2.9	7.0	19.2	14.0	21.1	22.2	100	24.6	22.8	7.0	19.2	4.4	12.5	9.5	100
Creativity	6.8	12.9	5.9	16.3	25.1	14.2	18.8	100	6.8	12.9	5.9	16.3	25.1	14.2	18.8	100
Innovation	7.5	12.9	7.2	18.3	19.5	21.5	13.1	100	8.6	13.8	6.9	10.3	3.4	22.4	34.6	100
Dynamism	6.6	10.4	10.0	19.0	22.4	19.4	12.2	100	3.4	6.9	3.4	13.8	8.6	29.4	34.5	100
Eco. Independence	8.4	11.8	4.3	15.2	14.6	18.1	27.6	100	6.9	5.2	Nil	19	13.8	32.7	22.4	100
Leadership	6.1	10.2	6.8	14.9	23.3	16.5	22.2	100	3.4	5.2	13.8	6.9	5.2	10.3	55.2	100
Team Building	8.4	9.0	6.3	24.9	19.5	15.2	16.7	100	12.1	12.1	6.9	8.6	8.6	17.2	34.5	100
Achievement Motivation	23.1	23.5	5.9	23.1	10.6	4.1	9.7	100	6.9	6.9	15.5	15.5	Nil	15.5	39.7	100
Risk taking	2.7	11.3	8.1	16.5	21.7	24.8	14.9	100	6.9	3.4	3.4	25.9	20.7	13.8	25.9	100
Commitment	2.7	11.3	7.5	16.7	23.3	13.2	25.3	100	3.4	6.9	22.4		5.2	15.5	46.6	100
Goal orientation	2.0	12.0	7.9	11.1	15.8	25.2	26.0	100	8.6	6.9	3.4	6.9	15.5	3.5	55.2	100
Problem Solving	5.2	11.8	8.8	12.4	17.4	20.2	24.2	100	6.9	6.9	3.4	15.5	12.1	17.3	37.9	100

Note: Figures in percentages; Source: Computed from primary data

It indicates that among the male respondents, 46.7 per cent either strongly agree or agree that family employees are the reason for their success, 46.6 per cent opine that migrant employees are the reason for success, 42.2 per cent state that business location of their enterprises is the reason, while 39.2 per cent either strongly agree or agree that good reputation they have gained is the reason for their success and 46.6 per cent of the male respondents suggest that their motivation to achieve has made them to succeed in their entrepreneurship. In the case of other reasons, the proportion of respondents who either strongly agree or agree is less than that of those who either disagree or strongly disagree.

Among the female respondents, 51.3 per cent either strongly agree or agree that own ethnic employees have made them to succeed, while 55.2 per cent of them state that their success is due to migrant employees. More than 45 per cent of the female respondents either strongly agree or agree that their success is due to their business location, good reputation that they have developed and business practice that they adopt. In other cases, the proportion of respondents who either strongly agree or agree is less than the proportion of respondents who either strongly disagree or disagree. Thus, the reason like achievement motivation is not cited as important one among the female respondents as done in the case of male respondents.

#### Findings

The major findings of the study are:

1. It is observed that 46.8 percent among south Chennai and 50.5 percent north Chennai strongly agree that migration is due to regular employment.
2. It is known that 59.8 percent of north Chennai respondents and 50.5 percent of south Chennai strongly agree that they migrated to Chennai city to avail better development opportunity.
3. It is understood that 40 percent of the respondents in both north and south parts of Chennai migrated from other parts of the state to continue their family business.
4. It is analysed that 42 percent of the respondents migrated to fulfil the desire of self, or the spouse or the parents and to gain social prestige.
5. It is interpreted that 45 percent of female respondents agree that the success is due to their business location and good reputation that they have developed.
6. It is observed that 46.6 percent of male respondents opined "motivation to achieve" has made them to succeed in entrepreneurship.

#### Suggestions

The following suggestions are offered based on the findings of the study:

1. The initial investment is a major barrier for majority of entrepreneurs hence, District industry center can do some sort of assistance.

2. Large and huge amount of subsidy can be given to the tiny and small scale enterprises.
3. Small scale entrepreneurs may be motivated by giving electricity concession and tax concession at least for some times.
4. Women entrepreneurs may be motivated through various schemes.
5. Ethical practice may be inculcated to entrepreneurs by the Government in the light of training programmes.

### Conclusion

This paper analysed the success of the migrant entrepreneurs in terms of initial investment made by them, the growth in current net worth of their enterprises, monthly turnover, net profit and the number of workers employed by them on the basis of their sex and place of operation. As far as the reasons to enter into business are concerned, females provide greater importance to their community and when the nature of community is more conducive, they enter into business. Moreover, as in the case of males, female respondents to provide lesser importance to 'Will to prove Superior' than others. Also, the entrepreneurs do not attach much importance to proximity to market or residence, in locating their businesses, though business location helps them in their businesses. Among various push factors, lack of employment, more competition and limited scope for further development in their places of origin are cited as the prominent one, while in the case of pull factors, to continue family business, securing self and regular employment in the host place are given as the important factors. However, there are discrepancies between the male and female and North Chennai South Chennai respondents in their opinions pertaining to the importance of push and pull factors.

The respondents cite different reasons for their success, out of which family employees, migrant employees, business location, good reputation and business practice are the crucial reasons, though once again, there are variations. They opine that finance, stiff competition, social recognition and lack of awareness about the available opportunities are stated as the crucial barriers that they face in their businesses.