



Prospects Of New Entrepreneurs Of MSME In SPS Nellore District – An Empirical Study.

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Abstract

The present paper focus on the Prospects of new entrepreneurs of MSME in SPS Nellore district into various aspects of entrepreneurship. It aims to examine the prospects of the new entrepreneurs in MSME, including technology level, funding sources, satisfaction levels, personal attitudes, psychological aspects, perceptions, competitive advantage, organizational and planning aspects, industry relationships, issues faced, external environment, and skills and abilities. The study uses original data from the selected region and employs various statistical methods to evaluate the data. The research has the potential to benefit researchers, academics, and policymakers by enhancing their understanding of the connections between factors and traits associated with new entrepreneurship in MSME in the selected region.

1. Introduction of the Study

In India, previous development strategies prioritized large-scale industries but neglected important concerns such as promoting balanced regional development, providing meaningful employment opportunities for the unemployed population, and ensuring equitable distribution of benefits. Due to geographical imbalance, capital deficiency, and overpopulation, India is not suitable for the western model of industrialization. The welfare objectives outlined in the constitution dictate that small industries should be recognized as vital in promoting equitable growth.

The Micro, Small, and Medium Enterprises (MSME) sector of the Indian economy has emerged as a highly vibrant and dynamic industry. MSMEs have a significant impact on job creation, providing employment opportunities on a large scale with lower capital expenditures compared to larger firms. They also help to develop rural and undeveloped areas by promoting industrialization, mitigating regional inequalities, and ensuring a more equitable allocation of wealth and income. MSME exhibit a higher labour-to-capital ratio and greater capital efficiency compared to large corporations, making them better suited for India's economy that relies heavily on labour-intensive industries. The Ministry of Small-Scale Industries and Agro and Rural Industries (SSI & ARI) was created in 1999 to support states in the growth and advancement of these industries.

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The Ministry of MSMEs (Micro, Small, and Medium Enterprises) forms a significant portion of India's industrial sector, contributing to 45% of the total output and 40% of overall exports. India's micro, small, and medium-sized enterprises (MSMEs) are crucial for economic development and are considered India's economic foundation. With about 20% of these businesses located in rural areas, they employ nearly 40% of the labour force. In 2015-16, India had over 51 million MSME enterprises, employing over 117 million workers. MSMEs create almost 8,000 distinct products, including traditional and high-tech items. The Coir Industry, the primary producer of coir in India, produces over 80% of the global coir fibre. Despite obstacles like funding scarcity, limited market access, and technology obsolescence, MSMEs continue to grow, providing jobs and financial stability to millions of individuals. The Ministry of Micro, Small, and Medium Enterprises (MUDRA) aims to support these companies by providing necessary funding assistance.

2. Profile of SPS Nellore District.

Nellore, officially known as Potti Sriramulu Nellore district, is Andhra Pradesh's southernmost district. The district experiences 700–1000 mm of rain on average due to its sub-agroclimatic zone. It has fertile soil that is excellent for farming. The composition of the soil is 23% clay loamy, 43% red soil, and 34% black soil. The three major rivers are Swarnamukhi, Kandaluru, and Pennar. The district is located between 13.30- 15.6 Northern latitude and 70.5-80.16 eastern longitude. The geographical area is 1307600 Hectares. The district is bounded on the north and south by Prakasam and Chittoor districts respectively, on the eastern side by Bay of Bengal and on the west by Veligonda hills bordering Kadapa district.

There are numerous industrial pockets in the Nellore district, providing opportunity for the growth of service businesses serving the industry. A sizable component of the MSME sector is made up of the service industry. One advantage is that the Nellore district—particularly the southern portions, which have a high concentration of industries—is close to Chennai, a major industrial hub with access to all testing facilities. There is still a tonne of room for the creation of service-related businesses, nevertheless.

EXISTING MICRO & SMALL ENTERPRISES

Sl NO.	TYPE OF INDUSTRY	% NUMBER OF UNITS	% INVESTMET (LakhRs.)	% of EMPLOYMET
1.	Food and agro based	12.6	20.9	16.6
2.	Textile based	8.9	3.65	0.69
3.	Mineral based	1.06	2.36	2
4.	Forest based	9.86	8.69	8.69
5.	Paper based and printing	0.19	1.54	0.3
6.	Chemical based	4.37	1.08	6.81
7.	Plastic and rubber based	5.95	3.82	4.06
8.	Building materials	0.67	9.74	13.9
9.	Engineering	12.3	17.1	10.5
10.	Electronics	3.01	1.34	2.27
11.	Miscellaneous	40.8	29.2	33.9

Source:- District handbook 2021-22

3. Review of Literature

Shetty, Meera Omkar, & Ganesh Bhat, S., (2022): This article discusses how Micro, Small, and Medium Enterprises (MSMEs) boost industrialization and foreign direct investment in India. MSMEs account for 40% of India's exports and help low-income people, especially in rural areas, find jobs and buy more. The study investigates MSMEs' impact on India's GDP. MSMEs are mostly urban, with 49% in small and medium sectors and 51% in rural areas. Micro, Small, and Medium Enterprises (MSMEs) employ 110 million people, 76% of whom are men and 24% women.

Kalyan, Nalla Bala &Sardar,. (2011): This essay contends that MSME's are the cornerstone of the Indian economy. The Indian small-scale sector accounts for over half of industrial output value terms. This industry employs the most people and accounts for one-third of exports, behind agriculture. MSME are important to their countries' economies. This study emphasises MSME importance, their role in the economy, and how economic changes effect performance and growth. MSMEs must be supported in their sustainable export, employment, and national revenue contributions.

Srinivasa Rao, mvk. (2021): According to numerous global studies on business management, leadership styles, and entrepreneurship in MSME, employee productivity, satisfaction, and organisational growth are indicators of business performance, which is influenced by entrepreneurial orientation and leadership styles. These traits, collectively called entrepreneurial leadership, affect corporate performance. Thus, different percentages of entrepreneurial leadership attributes affect MSME firm success differently. The study examines how entrepreneurial leadership traits affect micro, small, and medium-sized firms' business performance. The results reveal that the above characteristics strongly impact MSME business success in coastal Andhra Pradesh, India.

Abdolrahman Noorinasabet al.,(2016) Entrepreneurs play a crucial role in a nation's economic progress, but often face challenges such as inadequate infrastructure, poor technological foundation, lack of marketing, and skill development. This study investigates the prospects of 230 Micro, Small, and Medium-Sized Businesses in the Visakhapatnam district between 2004 and 2014. The findings help policymakers develop effective entrepreneurship development plans to foster entrepreneurship and prevent company failure. The main causes of problems include bureaucracy, corruption, lack of suitable labor, competition, start-up issues, free trade markets, internationalization, and lack of suitable technology.

Aruna, N. (2015): The research reveals that India's globally integrated corporate environment is favorable for small and micro-scale industry growth. However, businesses face challenges in complying with regulations and maximizing business rewards. The survey found that most businesses are unaware of government programs and do not know how to utilize them, highlighting the need for clear policies and laws.

Malepati, V., Latha, C. M., &Nageswararao, K. S. (2021): The article explores the prospects and challenges faced by Micro, Small, and Medium-Sized Enterprises (MSMEs) in securing funding for expansion in Guntur and Krishna districts of Andhra Pradesh, India. It finds a significant correlation between accessibility and business size, with size acting as a factor in financial resource availability. However, ownership type also has a minor influence on accessibility.

Suresh,P.,Ramakrishna,G.,UmamaheswariDevi.P.,(2023): The study examines the challenges faced by Micro, Small, and Medium-Sized Enterprises (MSME) in Andhra Pradesh, including insufficient financing, bureaucracy, limited infrastructure, and technological constraints. It suggests government programs, prime locations, trained labour, and alliances with established businesses can improve the business climate and expand opportunities. However, it also emphasizes the importance of smart financial strategies and policy changes.

Rajaiah, K. (2016): The author's perspective on this article is that the MSME sector in Nellore district has significant potential for development due to the establishment of a regional facility by the government. The author assesses the state of micro, small, and medium enterprises (MSMEs) in Nellore by considering the prevailing socio-economic conditions in the region. This study focuses exclusively on the samples obtained in Nellore district. The findings of this study indicate a higher likelihood of growth in the MSME sector specifically in Nellore district.

Latha, K. & Murthy, B.E.V.V.N.. (2009): The study examines the challenges faced by small-scale business owners in Nellore District, Andhra Pradesh, India, including high raw material costs, lack of marketing knowledge, competition, and employee absenteeism. The findings can help policymakers support these businesses in developing nations.

Chandraiah.M, Vani.R (2014): The article highlights the significant role of small-scale industries in the Indian economy, with their growth influenced by employment, production, and exports. The MSME Development Act of 2006 shifted policy, but the industry faces challenges like financing, expenses, and product design issues. Despite these, the MSME sector remains innovative, flexible, and resilient.

4. Research Methodology

4.1 Research Gap

After conducting a comprehensive analysis of existing research on the topic Prospects of the new Entrepreneurs of MSME in SPS Nellore District, Andhra Pradesh, it was determined that no previous studies or relevant topics have been conducted in the specific region regarding the prospects and challenges encountered by new entrepreneurs. Consequently, the researcher chose the aforementioned issue as the study problem and proceeded with a suitable approach and procedure to identify the research and achieve the intended outcome as planned.

4.2 Research problem

The investigation of the opportunities encountered by emerging entrepreneurs in SPS Nellore District, Andhra Pradesh is a novel study subject. Previous studies have not addressed the current topic being studied. It is essential to examine the effects of opportunities and obstacles encountered by new entrepreneurs in the chosen region. Hence, the chosen subject is innovative and offers greater potential for research.

4.3 Scope of the study

The study utilises a quantitative methodology. The research direction was determined through an extensive evaluation of existing literature. Additionally, interviews were performed with entrepreneurs from various sectors to gather useful perspectives from emerging entrepreneurs in the micro, small, and medium enterprise (MSME) sector. The information includes the study's characteristics, research design, sample description, as well as the equipment utilised for data collection and analysis. The study focuses on the opportunities and difficulties encountered by new entrepreneurs in the MSME sector in a specific region. The poll also reveals the main incentives behind the pursuit of different new entrepreneurs in the MSME sector. The study also investigated the key determinants for acquiring initial funding from government policies and commercial institutions, such as venture capitalists.

4.4 Objectives of the Study

1. To study the entrepreneurship prospects of the SPS Nellore district to words the New Entrepreneurs in MSME Sector.
2. To Know the various aspects relating to socio economic factors of new entrepreneurs of MSME in selected region.

4.5 Hypothesis of the study:

1. **HO1:** There is no significant relationship between the government policies and type of new entrepreneurs of MSME sector in the region selected.
2. **HO2:** There is no significant relationship between Socio-Economic aspects of the new entrepreneurs in the MSME sector.
3. **HO3:** There is no significant relationship between the demographic prospects of the region in the MSME sector for new entrepreneurship development

4.6 Source of Data:

The study requires the use of both primary and secondary data. In order to authenticate and reinforce the primary data, many sources of secondary data were also employed. A plethora of pertinent information regarding New Entrepreneurs of MSME has been disseminated through various journals, publications, and reports by government entities and agencies. The primary data is obtained from the chosen participants through data gathering procedures such as interview schedules and personal interviews. A meticulously designed five-point scale questionnaire is created for each individual respondent, specifically tailored to gather main data that aligns with the study's objectives.

4.7 Sample Size

The overall sample size is taken as 450, out of these 325 are micro, 112 are small and 13 are the medium size enterprises that are setting up their business in between 2017 to 2022.

4.8 Data Analysis tools

The study used a self-administered questionnaire to gather data from new entrepreneurs in manufacturing, service, and trading categories. Internal consistency, reliability, face validity, and content validity were determined using SPSS software, factor analysis, and statistical tests like T-test, CHI Square, ANOVA etc.

4.9 Limitations of the Study

There is no comprehensive study available on the Prospects of the new entrepreneurs in the MSME sector specifically in SPS Nellore District, Andhra Pradesh. This study aims to assess the extent of the problem and analyse its causes and consequences. Thus, these concerns lie outside the scope of the study, which is restricted to the new entrepreneurs in the MSME sector in the region that was selected.

5. Data Analysis and Interpretation

This study uses statistical methods to describe, summarise, and compare data. This section organises research data into units to analyse and organise research objectives. standard deviation, regression analysis, and hypothesis testing used to analyse quantitative data. Various prospects of the new entrepreneurs in selected region are analysed in the following tables and paragraphs.

Table.5.1: Prospects of New Entrepreneurs wrt Single Desk Policy

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Single desk Policy	Small	88	3.91	1.219	1.654	.192
	Micro	315	3.65	1.177		
	Medium	47	3.66	1.089		
	Total	450	3.7	1.179		

Source: Calculated data

The Table5.1 shows the mean and standard deviation values of single desk policies among respondents based on their type of enterprise. Small, medium, and micro have the highest mean values, while the standard deviations are 1.219, 1.089, and 1.177 respectively. The F-statistics indicate no significant difference between single desk policies and enterprise types.

Table.5.2: Prospects of New Entrepreneurs wrt Availability of credit facility

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Availability of Credit facility	Small	88	3.66	1.154	0.173	.842
	Micro	315	3.61	1.228		
	Medium	47	3.53	1.158		
	Total	450	3.61	1.204		

Source: Calculated data

The Table5.2 shows no significant difference between the availability of credit facility and the type of enterprise of respondents. The mean values for Small, Micro, and Medium enterprises are 3.66, 3.61, and 3.53 respectively. The standard deviation values are 1.154, 1.228, and 1.158, indicating an insignificant distribution.

Table.5.3: Prospects of New Entrepreneurs wrt Availability of Raw Materials

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Availability of Raw Materials	Small	88	3.82	1.16	0.561	.571
	Micro	315	3.68	1.182		
	Medium	47	3.77	1.088		
	Total	450	3.71	1.168		

Source: Calculated data

The Table5.3 shows no significant difference between the availability of raw materials and the type of enterprise of respondents. The mean values for Small, Medium, and Micro enterprises are 3.82, 3.77, and 3.68 respectively. The standard deviation values are 1.16, 1.088, and 1.182, indicating no significant difference between the two.

Table.5.4: Prospects of New Entrepreneurs wrt Availability of Capital Goods

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Availability of Capital Goods	Small	88	3.49	1.259	1.006	.367
	Micro	315	3.66	1.209		
	Medium	47	3.47	1.3		
	Total	450	3.61	1.228		

Source:

Calculated data

The Table5.4 shows no significant difference between the availability of capital goods and the type of enterprise of respondents. The mean values for Micro, Small, and Medium enterprises are 3.66, 3.49, and 3.47 respectively, with standard deviations of 1.209, 1.259, and 1.3 respectively. The distribution is insignificant at 5%.

Table.5.5: Prospects of New Entrepreneurs wrt Availability of Transportation

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Availability of Transportation	Small	88	3.8	1.052	7.263	.001
	Micro	315	3.72	1.193		
	Medium	47	3.06	1.131		
	Total	450	3.67	1.177		

Source: Calculated data

The Table5.5 shows that the availability of transportation varies significantly based on the type of enterprise of respondents. Small businesses have a mean of 3.8, followed by Micro businesses at 3.72 and Medium businesses at 3.06. The standard deviations are 1.052, 1.193, and 1.131, indicating a significant difference between the two types of enterprises.

Table.5.6: Prospects of New Entrepreneurs wrt Availability of Skilled Personnel

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Availability of Skilled Personnel	Small	88	3.97	0.952	4.792	.009
	Micro	315	3.53	1.237		
	Medium	47	3.7	1.061		
	Total	450	3.64	1.179		

Source: Calculated data

The Table 5.6 shows a significant difference in the availability of skilled personnel based on the type of enterprise of respondents. Small has a mean of 3.97, Medium has a mean of 3.7, and Micro has a mean of 3.53. The standard deviations are 0.952, 1.061, and 1.237, indicating a significant difference in the availability of skilled personnel.

Table.5.7: Prospects of New Entrepreneurs wrt Availability of Semi- Skilled Personnel

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Availability of Semi- Skilled Personnel	Small	88	3.89	1.044	1.167	.312
	Micro	315	3.68	1.171		
	Medium	47	3.68	1.086		
	Total	450	3.72	1.139		

Source: Calculated data

The Table 5.7 shows that the availability of semi-skilled personnel is not significantly different between the type of enterprise of respondents. Small has the highest mean value of 3.89, followed by Micro and Medium at 3.68. The standard deviations are 1.044, 1.171, and 1.086, respectively. The distribution is insignificant, indicating no significant difference.

Table.5.8: Prospects of New Entrepreneurs wrt Availability of Unskilled Personnel

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Availability of unskilled Personnel	Small	88	4.01	0.823	5.764	.003
	Micro	315	3.54	1.252		
	Medium	47	3.6	1.077		
	Total	450	3.64	1.175		

Source: Calculated data

The Table 5.8 shows a significant difference in the availability of unskilled personnel based on the type of enterprise of respondents. Small has the highest availability at 4.01, followed by Medium at 3.6 and Micro at 3.54. The standard deviations are 0.823, 1.077, and 1.252, indicating a significant difference between the two types of enterprises.

Table.5.9: Prospects of New Entrepreneurs wrt Presence of financial institutions

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Presence of financial institutions	Small	88	3.83	1.106	1.471	.231
	Micro	315	3.64	1.176		
	Medium	47	3.49	1.159		
	Total	450	3.66	1.162		

Source: Calculated data

The Table 5.9 shows no significant difference between the presence of financial institutions and the type of enterprise of respondents. The mean values for Small, Micro, and Professional & Technical enterprises were 3.83, 3.64, and 3.49 respectively. The F-statistics showed a distribution of 1.471, with a p-value of .231 more than the statistical significance value of 5%.

Table.5.10: Prospects of New Entrepreneurs wrt Presence of Natural Resources

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Presence of Natural Resources	Small	88	3.78	1.108	0.710	.492
	Micro	315	3.63	1.236		
	Medium	47	3.57	1.098		
	Total	450	3.65	1.198		

Source: Calculated data

The Table 5.10 shows that the presence of natural resources in respondents' Type of Enterprises is not significantly different, with small having the highest mean value of 3.78, followed by micro at 3.63 and medium at 3.57. The standard deviation values are 1.108, 1.236, and 1.098, indicating an insignificant distribution.

Table.5.11: Prospects of New Entrepreneurs wrt Availability of Technology

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Availability of Technology	Small	88	3.85	1.16	4.268	.015
	Micro	315	3.67	1.17		
	Medium	47	3.23	1.237		
	Total	450	3.66	1.184		

Source: Calculated data

The Table 5.11 shows significant differences in technology availability based on the type of enterprise of respondents. Small has the highest mean value of 3.85, followed by Micro at 3.67 and Medium at 3.23. The standard deviations are 1.16, 1.17, and 1.237. The distribution is significant, indicating a significant difference between technology availability and enterprise type.

Table.5.12: Prospects of New Entrepreneurs wrt Access to Markets

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Access to Markets	Small	88	3.72	1.124	0.464	.629
	Micro	315	3.6	1.202		
	Medium	47	3.53	1.266		
	Total	450	3.61	1.193		

Source: Calculated data

The Table 5.12 shows mean and standard deviation values for respondents' access to markets based on their enterprise type. Small has the highest mean value at 3.72, followed by Micro at 3.6 and Medium at 3.53. The standard deviations are 1.124, 1.202, and 1.266, indicating no significant difference between access to markets and enterprise type.

Table.5.13: Prospects of New Entrepreneurs wrt Marketing assurance from government

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Marketing assurance from Government	Small	88	3.68	1.109	0.342	.710
	Micro	315	3.58	1.193		
	Medium	47	3.53	1.158		
	Total	450	3.59	1.172		

Source: Calculated data

The Table 5.13 shows that the mean and standard deviation values for marketing assurance from the government based on the type of enterprise of respondents are 3.68 for Small, 3.58 for Micro, and 3.53 for Medium. The F-statistics are 0.342, and the p-value is .710, indicating no significant difference between the two types of enterprises.

Table.5.14: Prospects of New Entrepreneurs wrt Protection against Delayed Payments

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Protection against delayed payments	Small	88	3.92	0.937	2.485	.084
	Micro	315	3.65	1.21		
	Medium	47	3.51	1.177		
	Total	450	3.69	1.162		

Source: Calculated data

The Table 5.14 shows that there is no significant difference between protections against delayed payments and the type of enterprise of respondents. The mean values for Small, Micro, and Medium Enterprises are 3.92, 3.65, and 3.51, respectively. The F-statistics of protection against delayed payments is 2.485, with a p-value of .084, indicating no significant difference.

Table.5.15: Prospects of New Entrepreneurs wrt Availability of legal services

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Availability of legal services	Small	88	3.82	1.078	1.664	.191
	Micro	315	3.56	1.239		
	Medium	47	3.6	0.948		
	Total	450	3.61	1.183		

Source: Calculated data

The Table 5.15 shows no significant difference between the availability of legal services and the type of enterprise of respondents. The mean values for Small, Medium, and Micro are 3.82, 3.6, and 3.56 respectively. The standard deviation values are 1.078, 0.948, and 1.239. The distribution is insignificant, indicating no significant difference between the two types of enterprises.

Table.5.16: Prospects of New Entrepreneurs wrt The consumer demand for products

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
The consumer demand for your respective products	Small	88	3.78	1.108	3.072	.047
	Micro	315	3.58	1.196		
	Medium	47	3.26	1.242		
	Total	450	3.58	1.189		

Source: Calculated data

The Table 5.16 shows the mean and standard deviation values of consumer demand for respondents' products based on their type of enterprise. Small has the highest mean value of 3.78, followed by Micro at 3.58 and Medium at 3.26. The standard deviation values are 1.108, 1.196, and 1.242. The F-statistics indicate a significant difference in consumer demand between respondents' types of enterprises.

Table.5.17: Prospects of New Entrepreneurs wrt Government Schemes and Subsidies Availability

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Government Schemes and Subsidies Availability	Small	88	3.9	1.115	2.026	.133
	Micro	315	3.62	1.216		
	Medium	47	3.62	1.012		
	Total	450	3.67	1.18		

Source: Calculated data

The Table 5.17 shows no significant difference between the mean and standard deviation values of Government schemes and subsidies availability and the type of enterprise of respondents. The mean for Small is 3.9, followed by Medium and Micro at 3.62. The standard deviation values are 1.115, 1.216, and 1.012 respectively

Table.5.18: Prospects of New Entrepreneurs wrt Ease of doing business

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Ease of doing business with region selected	Small	88	4.01	0.953	4.826	.008
	Micro	315	3.6	1.207		
	Medium	47	3.53	1.12		
	Total	450	3.67	1.163		

Source: Calculated data

The Table 5.18 shows the mean and standard deviation values of ease of doing business with region selected and type of enterprise of respondents. Small has the highest mean value of 4.01, followed by Micro at 3.6 and Medium at 3.53. Standard deviations are 0.953, 1.207, and 1.12. The F-statistics indicate a significant difference between ease of doing business with region selected and type of enterprise.

Table.5.19: Prospects of New Entrepreneurs wrt Availability of Tax Benifits

Question	Type of Enterprise	N	Mean	SD	F-Value	Sig-Value
Availability of tax benifits offer by the government	Small	88	3.58	1.132	4.340	.014
	Micro	315	3.61	1.214		
	Medium	47	3.06	1.131		
	Total	450	3.55	1.199		

Source: Calculated data

The Table 5.19 shows a significant difference in the availability of tax benifits offered by the government based on the type of enterprise of respondents. The mean for Micro is 3.61, followed by Small at 3.58 and Medium at 3.06. The standard deviations are 1.214, 1.132, and 1.131, respectively. The distribution is significant, indicating a significant difference between the government's tax benifits and the respondents' enterprises.

6. Findings

1. The study reveals that single desk policies vary by enterprise type, with small, medium, and micro having the highest mean values, but no significant difference is found.
2. The study found no significant difference in credit facility availability between respondents' enterprise types.
3. It is found that there is good availability of raw materials to all type of entrepreneurs in the selected region.
4. There is a availability of capital goods for all type of entrepreneurs in the selected region.
5. Micro, Small and Medium entrepreneurs in the selected region having good transportation facility.
6. The availability of skilled personnel is quite good for medium enterprises. the new entrepreneurs in small and micro sectors facing scarcity of skilled labour.

7. The availability of semi-skilled persons in the selected region is encouraging for all types of entrepreneurs.
8. The small sector enjoys the greater availability of unskilled workers as compared to micro and medium sectors in the area selected.
9. There is a good number of financial institutions are present at the SPS Nellore district. which serves the financial needs of all types of entrepreneurs of MSME.
10. The new entrepreneurs of MSME enjoys the sufficient natural resources in the selected area.
11. Technical advancement is a challenge for most of the new entrepreneurs at the selected region.
12. Access to markets for all kinds of entrepreneur's are quite encouraging.
13. Marketing assurance from government is available for new entrepreneurs of MSME in selected region.
14. Protection from delayed payments available for new entrepreneurs at selected region.
15. There is a good availability of legal services for new entrepreneurs at region selected.
16. The demand for consumer goods are high for all kinds of new entrepreneurs of MSME in SPS Nellore district.
17. Availability of government schemes and subsidies for all types of new entrepreneurs.

7. Suggestions.

The government should simplify registration patterns for new entrepreneurs, provide training and development programs, and offer digital start-up kits. They should also provide free training and skill development, market access and export processes, grievance redressal mechanisms, land allocation plans, financial assistance from Schedule banks, and focus on power generation, transportation of raw materials, and tax reimbursement. Legal assistance should be provided free of charge to new entrepreneurs, as they are the backbone of the economy.

8. Conclusion.

The research that was done by the researcher has been completed, and it has resulted in a number of conclusions and proposals. The majority of the findings are work that pertains to the micro, small, and medium-sized enterprise (MSME) sector at SPS Nellore district, and they are concerned with the prospects of new entrepreneurs. The research objectives that were established for this study have been completely satisfied, and lateral work and proper statistical tools have been utilized for the purpose of analysing and interpreting the results. As a result, the research paper on the prospects and challenges faced by new micro, small, and medium-sized enterprises (MSME) entrepreneurs in the chosen region is getting close to the full proof of the study in order to satisfy the requirements of the researchers, schemes, and concerned stakeholders.

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