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RESEARCH ARTICLE :

Analysing socio-economic characteristics of entrepreneurs

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SUMMARY : The study was conducted in four regions of Tamil Nadu. The respondents were selected based on availability of entrepreneurs using random sampling method. The sample of the study constituted 150 entrepreneurs including 35 entrepreneurs as a member of Business Planning and Development Unit. The data were collected using a pre-tested interview schedule. To add supportive details to the data collected, case study was also taken up. The salient findings of the study are given here under.

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