

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

For a long time, entrepreneurship was not considered as a career option. It was considered as the area or domain destined for the lucky few who were born to there. There was never a thinking that entrepreneurs got shaped into who they were. It was always considered that entrepreneurs are born and not made.

Entrepreneurship a domain is better to understand today. Today, when you speak about attractiveness of entrepreneurship, you are not thought of as an isolated, deviating case. Today an entrepreneur is not someone standing by himself all alone with not one helping him to start an enterprise. Person at the policy making level and stakeholders in the ecosystem now think that they have some role to play in the helping an entrepreneur set up an enterprise. The creation of incubation facilities, the availability of finance, the support of various institutions and of even parents and relatives are the order of the day. In general, we can say that the ecosystem has also developed to a fairly large extent, and is providing more compelling reasons for individuals to consider entrepreneurship as a career option.

We know that an entrepreneur is a person who create an enterprise. The process or creating an enterprise is called entrepreneurship. However, entrepreneurship is more than starting of business. Entrepreneurship is the process of changing ideas into commercial opportunities and create value. In other words of Stevenson and others, “entrepreneurship is the process of creating value by bringing together a unique package of resources to exploit an opportunity “.

Entrepreneurship refer to the overall course of action undertaken by an owner in starting and managing enterprise for profit entrepreneurship contributes the economic growth and thereby plays a vital role in the development process. The objective of industrial development, regional growth, and unemployment generation depends upon entrepreneurial development. Entrepreneurship has been advanced as the solution for unemployment and wealth creation so entrepreneurial intention (EI) has also received massive consideration from research scholars, policy makers, acadamiens, and entrepreneurs.

Entrepreneurship education focus on the development of skills and attributes that enables the realization of opportunity. Entrepreneurship education is measured as a combination of all knowledge that informs, educates, and trains anyone to start their own enterprise. Entrepreneurship education empower students to think creatively, to seek problems, to solve

opportunities, to emphasis with others, to take risks, to accept failure as part of growth process and to appreciate the correction between hard work and success.

The entrepreneurship is also being promoted through programs concerning incubation. There are a host of incubators promoted by the government by the government through grants, which also do considerable work in terms of promoting entrepreneurship. Student entrepreneurship which stimulate students to setup mock enterprise and engage in business planning and student entrepreneurship.

Entrepreneurship is also being considered as a viable career option by an increasing number of people.

1. 2 STATEMENT OF THE PROBLEM

The large of the college students passing out every year there have been concern about the placement of these students. A part from institutions students find it difficult to get placed in a good organisation. However, with the opening of the economy, access to technology and information lot of business opportunities are being created in the economy. The college students with their training and skills are better suited to exploit their opportunities by setting up new business venture. It was in this backdrop that the researcher identified a gap regarding finding the attitude of college students towards entrepreneurship. Students are less interested becoming an entrepreneur this is because of lack of security.

The basic of problem of this particular research to be conducted to understand the attitude of college students towards entrepreneurship. The research carried mainly to focus on the different types of barriers faced by the college students and the factors influences students towards entrepreneurship.

1. 3 OBJECTIVES OF THE STUDY

Primary objectives

- To study attitude of college students towards entrepreneurship

Secondary objectives

- To find out factors influences students towards entrepreneurship
- To study different types of barriers faced by students while selecting entrepreneurship
- To identify the effectiveness of EDP programme oriented by colleagues
- To suggest measures to promote entrepreneurship among college students

1.4 HYPOTHESIS OF THE STUDY

H₀=There is no significant association between gender and preference of entrepreneurship as a career option

H₁=There is a significant association between gender and preference of entrepreneurship as a career option

1.5 SIGNIFICANCE OF THE STUDY

Entrepreneurship is gaining great respect from the scholar as a field of research as well as practical application worldwide, as a mean to achieve wealth creation and personal fulfilment. It has been proved that with each economic downturn, it is the derive and persistence that bring back economic growth.

The study can direct those concerned or interested to make preparation to help the college of country, especially those who are leaving higher institutions to develop entrepreneurial thinking after finding out the gap.

The research since it adds knowledge and insight to the attitude of students towards entrepreneurship. This study will also beneficial to government for formulating and executing new policies and procedures. This study will beneficial to college students for commencing a new business and able to understand the factors which are influencing to commence a business and barriers to commence a business.

1.6 SCOPE OF THE STUDY

providing various assistance to youths. There are various policies like start-up India, skills India, make in India etc. These policies and the schemes are formulated and introduced for

empower the graduated youths and women empowerment. The study tries to measure the attitude of college students towards entrepreneurship. This study also tries to find out the factors influences students towards entrepreneurship.

The scope of the study limited to some college students in Ottapalam taluk The researcher work is confined to the students of these colleges.

1.7 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understand as a science of study how to research is done scientifically.

1.7.1 RESEARCH DESIGN

Here descriptive type of research being used. Descriptive research includes surveys and fact finding, enquiries etc.

1.7.2 SAMPLING DESIGN

1.7.2.1 POPULATION

The population for the study is college students in Ottapalam Taluk.

1.7.2.2 SAMPLING UNIT

Sampling unit for this study is comprised of college students inside theOttapalam Taluk.

1.7.2.3 SAMPLE SIZE

The sample size for the study is 100 college students in Ottapalam Taluk

1.7.2.4 SAMPLING METHOD

Convenient sampling is used in this study

1.8 TOOLS USED FOR DATA COLLECTION

- Questionnaire

1.9 TOOLS USED FOR DATA ANALYSIS

- Table

- Graph
- Percentage
- Ranking
- Chi square test

1.10 AREA OF THE STUDY

The study was conducted in Ottapalam Taluk. Ottapalam is a municipality and a Taluk in palakad district of the Indian state of Kerala

1.11 PERIOD OF THE STUDY

The study was conducted for period from 3 weeks (21 days)

1.12 LIMITATIONS OF THE STUDY

1. This study is restricted only to Ottapalam Taluk. So the result not be applicable to other areas
2. As per the population of the study is huge, so we can taken only 100 sample respondents
3. Inaccurate response made the analysis to difficult
4. Sampling errors

1.13 CHAPTER PLAN

Chapter 1- Introduction

Chapter 2- review of literature

Chapter 3- theoretical framework

Chapter 4- Data analysis and interpretation

Chapter 5- Findings, suggestions and conclusion

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

1. PETER F. DRUCKER :Entrepreneurship is neither a science nor an art, it is a practice. It has a knowledge base. Knowledge in entrepreneurship is a means to an end. Indeed, what constitutes knowledge in practice is largely defined by the ends, that is, by the practice.

2. A. H. COLE: Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or organise a profit-oriented business unit for the production or distribution of economic goods and service.

3. DHAR P. N AND LYDALL H. F(1961) stated that small industry was a follower rather than a pioneer and it was the large industry that had created external economics and produced potential small entrepreneurs from among the rank of skilled workers. Industrial estates acted as nursery beds for the growth of small industry rather than permanent houses. The industry promoted efficiency and grow.

4. JAMES BERNA. J (1966) found that the entrepreneurs hailed from diverse castes. Occupations and classes are only small scale operations. They came up to their present positions and diversified their production. This is attributed to their youth, education and technical training.

5. SHARMA K. L(1978) showed that those who had neither business nor industrial background before entering into manufacturing had a higher degree of motivation than those coming from businesses or industrial families.

6. THANGAMUTHU AND IYYAM PILLAI (1983) stated that the new generation of the entrepreneurship had gained very little from their own family background. Particularly education and occupational attainments of their parents had not contributed much to their entrepreneurial achievements. The extended family relations and caste connections had however facilitated the emergence of entrepreneurs and concentration of entrepreneurship within certain caste groups.

7. KAO AND STEVENSON (1984): Entrepreneurship is the attempt to create value through recognition of business opportunity, the management of risk-taking appropriate to the opportunity and through the communicative and management skills to mobilise human, financial and material resources necessary to bring a project to fruition.

8. Mc CLELLAND(1986) found that individuals can be trained to develop a high need for achievements and he found that performance of small business experimental component also improved significantly. These findings led that he found that performance answer is traits are common to successful entrepreneur. In addition, both sets of entrepreneurs where found to process the following traits at same level :self confidence, persistence and persuasion, use of influence strategies, expertise and information seeking.

9. SHARMA K P(2002) pointed out that respect for the individual, continued opportunity for advancement and open door policies were the factors that helped the development of entrepreneurship.

10. TAPAN K PANDA(2004) tried to identify the key variables of entrepreneurial success. The various socio-economic parameters selected for the study explained the level and degree of association with entrepreneurial success. The study showed that there was association between success levels with factors like technical education, occupational background of parents and previous job experience of entrepreneurs.

11. THOMPSON (2004), highlighted that if the attitude compliments the intention then it would lead to strengthen the entrepreneurial qualities. The intention therefore is a necessary component of entrepreneurial activity.

12. VECIANO AND URBANO (2005), states that presence of entrepreneur in the family or among relatives could foster the intention to create a new venture.

13. EVAN D (2005), investigated the role of entrepreneurial attitudes and entrepreneurial self-efficacy on an individual's intention to engage in entrepreneurial behaviour. The result found that individuals who prefer more income, more independence and more ownership have high entrepreneurship intentions. The study found no relationship between risk prosperity and entrepreneurial intentions.

14. THOMAS E. C(2007) stated that good education was necessary for young people, but innovating thinking should be a part of that education and encouraged by design. He stressed that young persons who had dreams should be saved from the shackles of suffocating straight jacket education to think freely. He finally suggested that the parents, universities, private businesses enterprise and the state should be a holistic alliance with a hidden agenda to keep the innovative spirit burning in the brilliant minds of youngsters.

15. Potter (2008), the role of entrepreneurship education has been called for as one of the key instruments to increase the entrepreneurial attitudes of people. Thus, educational initiatives have been considered as highly promising to making more people aware and interested on this career option and making more people try to start a new venture.

16. GRID ET AL (2008), have tested theory of planned behaviour as a predictor of entrepreneurial intention among final year students of commerce at two universities in the Western Cape. Of all the predictors of entrepreneurial intention examined in the study. Personal traits, demographic factors and situational factors did not add significantly to the variance explained by theory of planned behaviour.

17. GALLAWAY(2010) found that the students who had completed an enterprise module at university were more likely to aim for entrepreneurship within their careers than students who had included enterprise in their study.

18. EDIAGBANYA (2013), states that entrepreneurship education positively affected the attitudes of students. It develop their skills, knowledge and they successfully engage in entrepreneurship activities.

19. MAPFAIRA AND SETIBI (2014), found that there are some poor attitude of students towards entrepreneurship because of lack of technical support, difficulty in accessing finance etc.

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CHAPTER 3

THEORATICAL FRAMEWORK

3.1 THEORITICAL FRAMEWORK

ENTREPRENEURSHIP

Entrepreneurship is a elusive concept. Hence it is defined differently by different people. While some call entrepreneurship is 'risk-taking', others view it 'innovating' and yet others consider it 'thrill-seeking'. Entrepreneurship refers to the functions performed by an entrepreneur in establishing an enterprise. Just as management is regarded as what managers do, entrepreneurship may be regarded as entrepreneurs do. In other words entrepreneurship is act of being an entrepreneur.

Innovation and risk-bearing are regarded as the two basic elements involved in entrepreneurship.

Innovation : Innovation, i.e., doing something new something different is a necessary condition to be called a person as an entrepreneur. The entrepreneurs are constantly on the look out to do something different and unique to meet the changing requirements of customers. They may or may not be investors of new products or new methods of production, but they possess the ability to foresee the possibility of making use of the inventions for their enterprises.

Risk-bearing : starting a new enterprise always involves risk and trying for doing something new and different is also risky. The reason is not difficult to seek. The entrepreneurs needs to be a risk taker, not risk avoider. His risk taking ability enables him even if he fails in one time or one venture to persist on and on which ultimately helps him succeed.

FACTORS AFFECTING ENTREPRENEURSHIP

The factors affecting entrepreneurial growth are grouped under two board categories, viz., economic factors and non economic factors.

- **Economic factors**

some economic factors are discussed here under :

Capital : capital is one of the most important perquisites to establish an enterprise. Availability of capital facilities the entrepreneur to bring together the land of one, machine of another and raw material of yet another to combine them to produce goods.

Labour : the quality rather quality of labour is another factor which influences the emergence of entrepreneurship. It is noticed that cheap labour is often less mobile or even immobile. And the potential advantages of low cost labour are negated by the deleterious effect of immobility.

Raw material: the necessary of raw material hardly needs any elaboration and emphasis for establishing any industrial activity and, therefore, its influence in the emergence of entrepreneurship. In absence of raw materials, neither any enterprise can be established nor can an entrepreneur be emerged.

Market :the fact remains that the potential of the market constitutes the major determinant of probable reward from entrepreneurial function. The size and composition of market influence entrepreneurship in their own ways. Whether or not the market is expanding and the rate at which is expanding are the most significant characteristics of the market for entrepreneurial emergence.

Infrastructure: Expansion of entrepreneurship presupposes properly developed communication and transportation facilities. It not only helps to enlarge the market, but expand the horizons of business too.

- **Non-economic factors**

Taking care of the economic factors alone is not sufficient to ensure entrepreneurial growth. According to social scientists, the following are some of the social factors affecting entrepreneurship development:

SOCIAL FACTORS

Social Mobility: It involves social as well as geographical mobility. It has been observed in the past that an entrepreneurial venture has the ability to grow more in places where the environment is flexible and liberal. Therefore, we observe that there are certain regions where more entrepreneurial activity is taking place as compared to others.

Entrepreneurship Legitimacy: Every society formulates its own norms, rules and regulations. These values, in turn, act as a social environment for entrepreneurial activities. Therefore, the entrepreneur should always try to work keeping in mind that the social values and rules are complied with while fulfilling business objectives, or earning profits through the new idea.

Caste Factor: There are certain cultural practices and values in every society which influence the actions of individuals. These practices and value have evolved over hundred of years.

Family Background: This factor includes size of family, type of family and economic status of family. In a study by Hadimani, it has been revealed that Zamindari family helped to gain access to political power and exhibit higher level of entrepreneurship.

Education: Education enables one to understand the outside world and equips him with the basic knowledge and skills to deal with day-to-day problems. In any society, the system of education has a significant role to play in inculcating entrepreneurial values.

Attitude of the Society: A related aspect to these is the attitude of the society towards entrepreneurship. Certain societies encourage innovations and novelties, and thus approve entrepreneurs' actions and rewards like profits. Certain others do not tolerate changes and in such circumstances, entrepreneurship cannot take root and grow.

PSYCHOLOGICAL FACTORS

Status Respect: It has been observed that withdrawal of status encourages the dissatisfied people belonging to a society to opt for another unique product option. This creates room for entrepreneurial development. When an individual is not content with the present situation, then they look for innovations. This drives entrepreneurial growth.

Motivation For High Achievement: The theory of need achievement propounded by D. McClelland states that entrepreneurial growth or development is dependent on the need or motivation for high achievement. He has mentioned that it is the level of motivation that decides whether a venture or an entrepreneur is bound to succeed or fail. To ensure a high level of motivation, both employees and the entrepreneur can undergo appropriate training.

POLITICAL FACTORS

All of these factors are either directly or indirectly impacted by government action. The government frames policies and laws while keeping in mind entrepreneurs, because they understand that development of entrepreneurship in the country will bring significant benefits to the economy. Therefore, the government extends support to entrepreneurs constantly by creating special economic zones, subsidies, social schemes, industrial areas etc. Political

factors are one of the most significant factors influencing entrepreneurship growth around the globe.

PROCESS OF ENTREPRENEURSHIP

- **Idea Generation:** every new venture begins with an idea. In our context, we take an idea to be a description of a need or problem of some constituency coupled with a concept of a possible solution.
- **Opportunity Evaluation:** this is the step where you ask the question of whether there is an opportunity worth investing in. Investment is principally capital, whether from individuals in the company or from outside investors, and the time and energy of a set of people. But you should also consider other assets such as intellectual property, personal relationships, physical property, etc.
- **Planning:** Once you have decided that an opportunity, you need a plan for how to capitalize on that opportunity. A plan begins as a fairly simple set of ideas, and then becomes more complex as the business takes shape. In the planning phase you will need to create two things: strategy and operating plan.
- **Company formation/launch:** Once there is a sufficiently compelling opportunity and a plan, the entrepreneurial team will go through the process of choosing the right form of corporate entity and actually creating the venture as a legal entity.
- **Growth:** After launch, the company works toward creating its product or service, generating revenue and moving toward sustainable performance. The emphasis shifts from planning to execution. At this point, you continue to ask questions but spend more of your time carrying out your plans.

ENTREPRENEUR

"A person who starts a business and is willing to risk loss in order to make money." An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures.

CHARACTERISTICS OF A SUCCESSFUL ENTREPRENEUR

- Creativity
- Professionalism
- Risk-taking
- Passion
- Planning
- Knowledge
- Social Skills
- Open-mindedness towards learning, people, and even failure
- Empathy
- The customer is everything

CHALLENGES OF AN ENTREPRENEUR

5. **Cash flow management:** Cash flow as we all know is an integral part of all business ventures. However, instances are not rare when entrepreneurs struggle with bill payment while waiting for bills to get cleared. Delayed invoicing is a major trigger of these challenges of entrepreneurs.
- **Time management:** This is the biggest challenge faced by multi-tasking entrepreneurs who often fall short of time while accomplishing their objective.
 - ★ **Hiring of employees:** In reality, entrepreneurs dread job interviews more than the prospective candidates as it is usually very time-consuming. Entrepreneurs need to review resumes, conduct interviews and filter out unqualified candidates for finding the ones who are best suited for the job. Once the screening process is completed, entrepreneurs need to negotiate on the salary aspect for retaining those candidates without bleeding the company's exchequer.
 - ★ **Choosing the product:** Entrepreneurs are often unsure about the products and services they wish to sell. However, it is imperative to take the right pick which can determine the ultimate success and failure in a competitive scenario.

- ★ **Delegation of tasks:** The successful delegation comprises of building the right process apart from providing the resources and authority required for its enactment. However, finding the right resources and choosing the delegation drive can be a very complicated task.

ENTREPRENEURSHIP EDUCATION

Entrepreneurship education broadly speaking is about creating awareness about students with regards to entrepreneurship as a domain, as a practice, various nuances that are involved in its practice, those result that predictable and those that are not and the practical challenges that an entrepreneur would face in the current and economic fronts. The intention of the education is to encourage and nurture individuals who have an entrepreneurial quotient so that they become entrepreneurs. The education system today is such that most students aspire to become engineers, doctors etc., but very few are even aware that they can become entrepreneurs. To change in this trend, it is important to increase the awareness about entrepreneurship as a discipline and entrepreneurship as a career option among students starting as early as high school or undergraduate level. Probably at higher level, in the final year of the under graduation programme, or in a post graduation programme, than various aspects of practicing entrepreneurship can be presented to students.

CURRENT TRENDS IN ENTREPRENEURSHIP EDUCATION

- 1) **Training of faculty** :various entrepreneurship training camps have been set up especially for faculty development and the training being conducted in various places in India. The aim is to develop the faculty, so that they turn can train other faculty, disseminate more in depth knowledge to the student community.
- 2) **Incubation** :incubation as an activity has seen spurt. In India, policy decisions have been taken to expand the number of incubators available in the country, so more people can register for the programmes conducted and received grants and subsidies offered by the government to these registering institutions. The tend in incubation is definitely very positive.
- 3) **Industry interface** : it has been tremendous improvement across institutions. Colleges around the country are now trying hard to bring in the industry to interact with the students. Many college courses now mandate students go out and practice

entrepreneurship, practicing entrepreneurs also get mentoring help and support through these programmes

- 4) **Doctoral programmes** : promoting doctoral programmes in entrepreneurship has not taken off to a remarkable degree. However there is some interest among senior faculty members, who have been in the profession for a while, to take up new areas and improve the research climate.
- 5) **Students internships** : students taking internships at the small entrepreneurial firms, is another positive trend these internships also encourage them to opt to be entrepreneurs after the completion of their courses, which can lead to the creation of more entrepreneurs.
- 6) **Student entrepreneurship** :A lot of have set up of 'campus companies' which enable them to showcase entrepreneurial talent. The activity shows the seeds for students taking up entrepreneurship after course completion.
- 7) **Sponsorship and competitors** : competitors concerning the formulation of business plans have encouraged many youngsters to participate and showcase their ideas. These also encourage participants to do more study concerning the formulation of business plans and business plan writing.

ENTREPRENEURSHIP DEVELOPMENT PROGRAM

EDP is a programme meant to develop entrepreneurial abilities among the people. In other words, it refers to inculcation, development, and polishing of entrepreneurial skills into a person needed to establish and successfully run his / her enterprise. Thus, the concept of entrepreneurship development programme involves equipping a person with the required skills and knowledge needed for starting and running the enterprise

According to N. P. Singh, "Entrepreneurship Development Programme is designed to help an individual in strengthening his entrepreneurial motive and in acquiring skills and capabilities necessary for playing his entrepreneurial role effectively. is necessary to promote this understanding of motives and their impact on entrepreneurial values and behavior for this purpose".

OBJECTIVES OF EDP

- ☐ Develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement.
- ☐ Analyse environmental set up relating to small industry and small business.
- ☐ Select the product.
- ☐ Formulate proposal for the product.
- ☐ Understand the process and procedure involved in setting up a small enterprise.
- ☐ Know the sources of help and support available for starting a small scale industry.
- ☐ Acquire the necessary managerial skills required to run a small-scale industry.
- ☐ Let the entrepreneur himself / herself set or reset objectives for his / her enterprise and strive for their realization.
- ☐ Prepare him / her to accept the uncertainty in running a business.
- ☐ Enable him / her to take decisions.
- ☐ Enable to communicate clearly and effectively.
- ☐ Develop a broad vision about the business.
- ☐ Develop passion for integrity and honesty.
- ☐ Make him learn compliance with law.

ENTREPRENEURSHIP DEVELOPMENT CELL

EDC (Entrepreneurship Development Cell) was established on 7th March 2016 with a vision to bridge the gap between Industry and Academia. Entrepreneurship development cell has taken a greater responsibility to generate the entrepreneurship skills among the students and to help them to channelize their goals to become a versatile entrepreneur. The aim of entrepreneurship development cell is to develop and strengthen entrepreneurial qualities in the budding personals who are interested in starting their own business.

OBJECTIVES OF ENTREPRENEURSHIP DEVELOPMENT CELL

- ★ To create awareness of entrepreneurship development programmes among the students through training programmes and camps
- ★ To facilitate budding entrepreneurs by providing information on entrepreneurial opportunities

- ★ To assist entrepreneur in product development, market survey, preparation of project reports and assist them in getting technical feasibility reports.
- ★ To help entrepreneurs to acquire necessary managerial skills to run the industry effectively.

FUNCTIONS OF ENTREPRENEURSHIP DEVELOPMENT CELL

- ★ To motive, support and mentor students for identification, development and communication of their innovative ideas
- ★ To initiate targeted number of innovative students projects each year for new product development
- ★ To arrange interaction with industrial and create a mentoring scheme for student entrepreneurs
- ★ To arrange interaction with entrepreneurs, bankers, professionals, potential customers and create a mentoring scheme for student innovations
- ★ To facilitate creation of entrepreneur's cell /E-cells in the college to Foster culture of entrepreneurship among students

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1

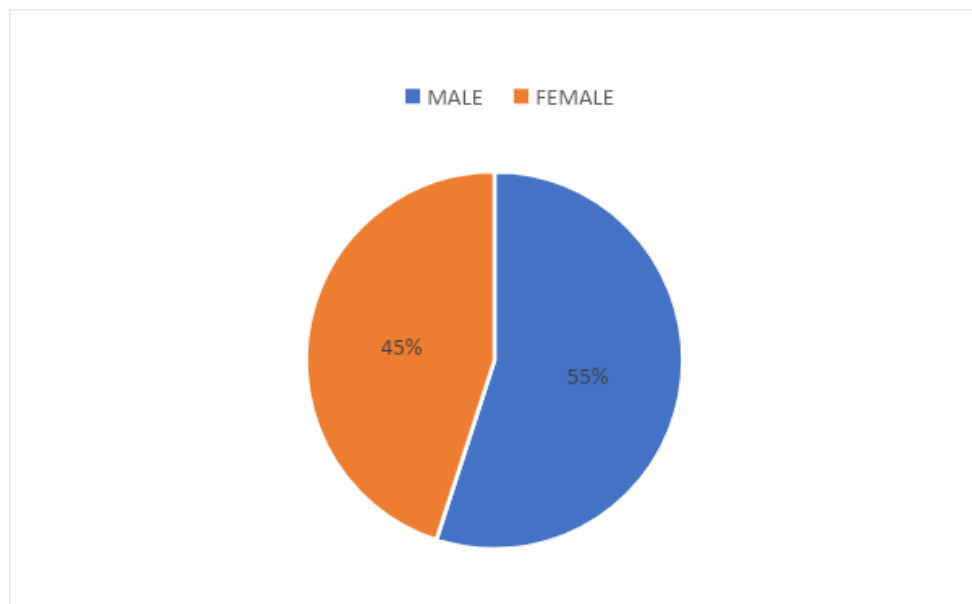
CLASSIFICATION ON THE BASIS OF GENDER

GENDER	RESPONDENTS	PERCENTAGE
MALE	55	55%
FEMALE	45	45%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.1

CLASSIFICATION ON THE BASIS OF GENDER



INTERPRETATION

From the above table and figure shows 55% of respondents from male category and 45% of respondents from female category. Here majority of respondents belong to male category. So we can conclude majority respondents are male.

TABLE 4.2

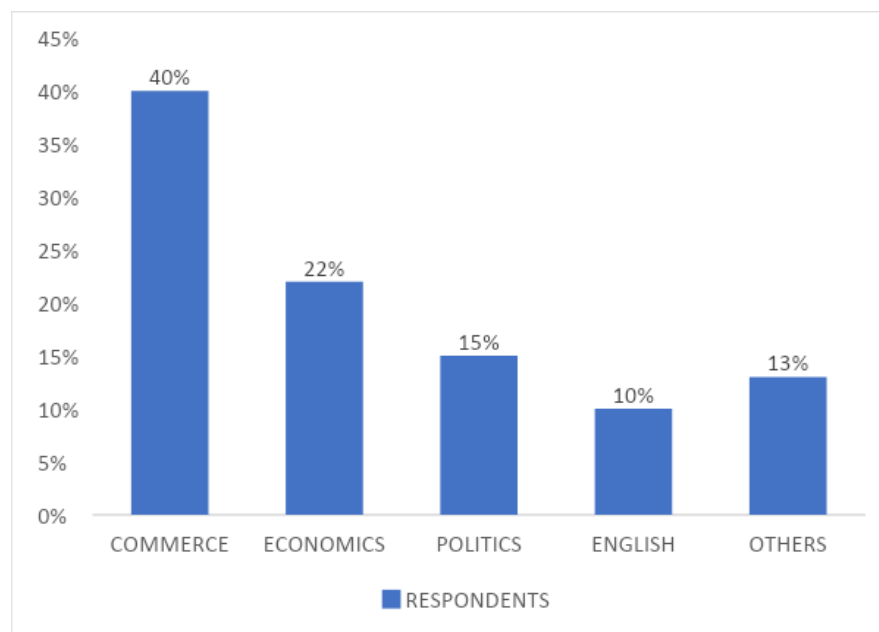
CLASSIFICATION ON THE BASIS OF DEPARTMENT

DEPARTMENT	RESPONDENTS	PERCENTAGE
COMMERCE	40	40%
ECONOMICS	22	22%
POLITICS	15	15%
ENGLISH	10	10%
OTHERS	13	13%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.2

CLASSIFICATION ON THE BASIS OF DEPARTMENT



INTERPRETATION

The table and chart shows that 40% of the respondents are in commerce department, 22% from economics, 15% from politics, 13% from others and 10% students from English department. So we can conclude majority respondents are commerce department.

TABLE 4.3

Table showing family members have own business

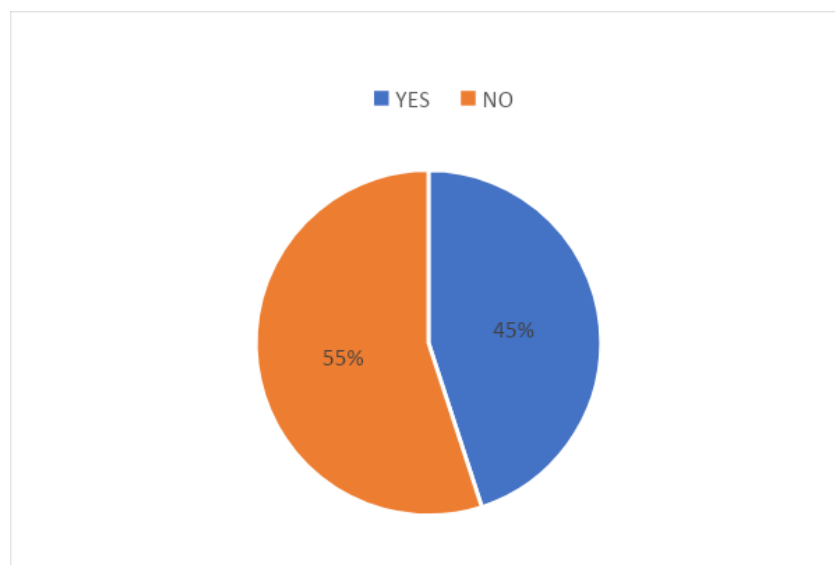
OPTIONS	RESPONDENTS	PERCENTAGE
YES	45	45%

NO	55	55%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.3

Figure showing family members have own business



INTERPRETATION

The table and figure shows that 55% of the respondents family member have not own business and the 45% of the respondents family members have own business. So we can conclude majority respondents family members have own business.

TABLE 4.4

Table showing like to commence a business

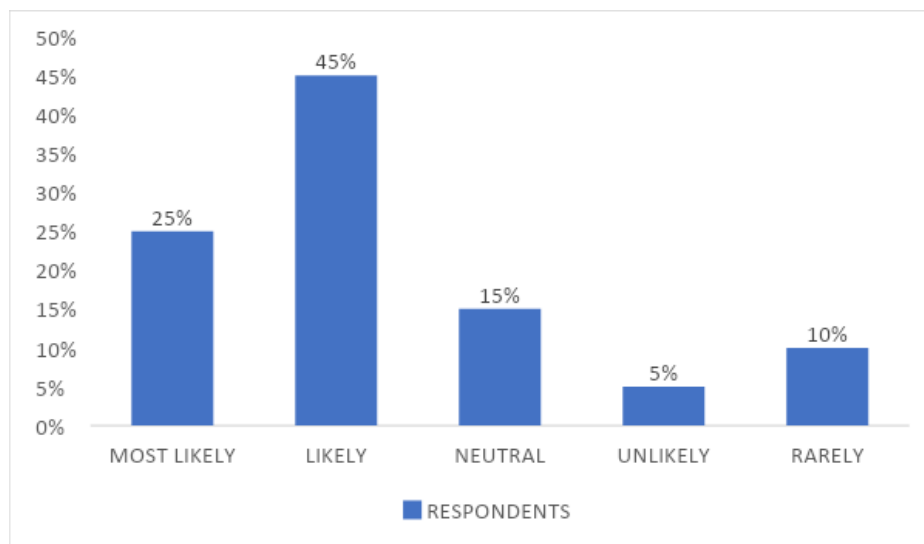
OPTIONS	RESPONDENTS	PERCENTAGE
MOST LIKELY	25	25%
LIKELY	45	45%
NEUTRAL	15	15%
UNLIKELY	5	5%

RARELY	10	10%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.4

Figure showing like to commence a business



INTERPRETATION

The table and figure shows that 45% of the respondents have likely to commence a business, 25% respondents have most likely, 15% of respondents have neutral, 10% of respondents have rarely and 5% of respondents have unlikely to commence a business. So we can conclude majority respondents are likely to commence a business.

TABLE 4.5

Table showing area of career more intrested in future

OPTIONS	RESPONDENTS	PERCENTAGE
ACCOUNTANT	20	20%
BUSINESS	30	30%
GOVERNMENT EMPLOYEE	35	35%
TEACHER	10	10%

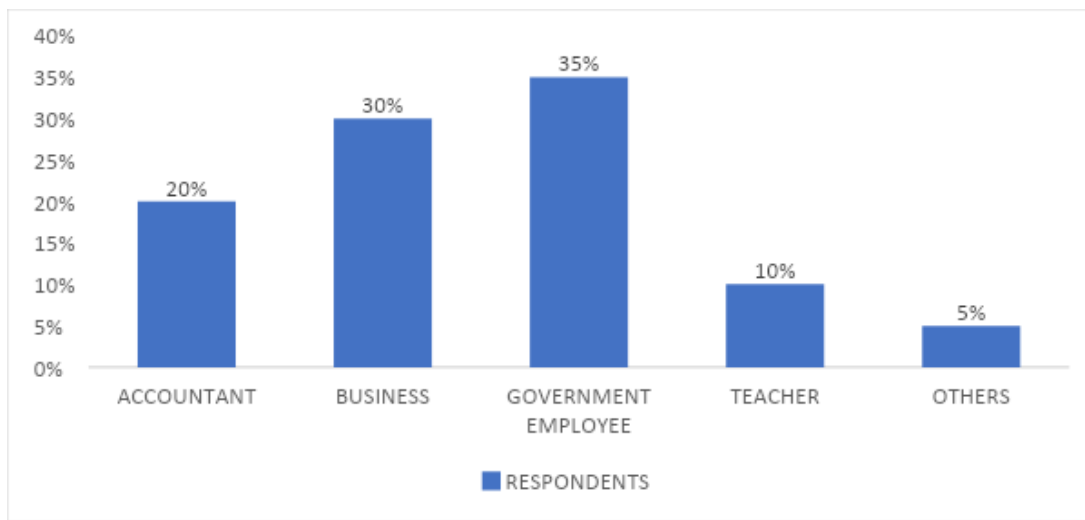
OTHERS	5	5%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.5

Figure showing area of career more intrested in future

INTERPRETATION



The above table and figure shows that the area of career more intrested in future 35% are government job, 30% are business, 20% are accountant, 10% are teacher and 5% are interested in others. So we can conclude majority respondents more intrested in future in government jobs.

TABLE 4.6

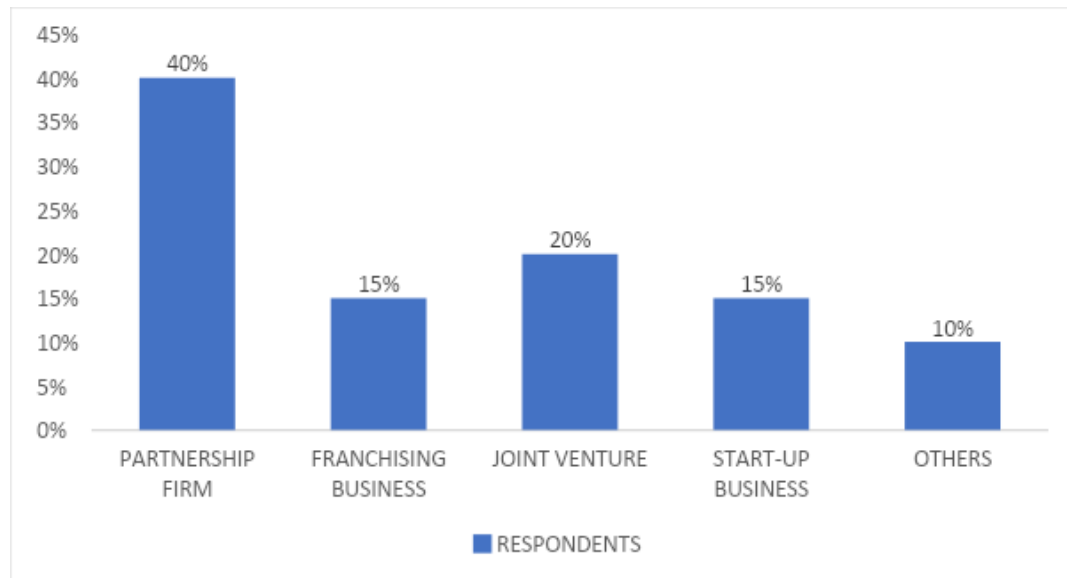
Table showing type of business going to start

OPTIONS	RESPONDENTS	PERCENTAGE
PARTNERSHIP FIRM	40	40%
FRANCHISING BUSINESS	15	15%
JOINT VENTURE	20	20%
START-UP BUSINESS	15	15%
OTHERS	10	10%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.6

Figure showing type of business going to start



INTERPRETATION

The table and figure shows that 40% of the respondents are going to start partnership firm, 20% of respondents joint venture, 15% of respondents are franchising business, 15% of respondents are start-up business and 10% of respondents are others. So we can conclude majority respondents are going to start partnership firm.

TABLE 4.7

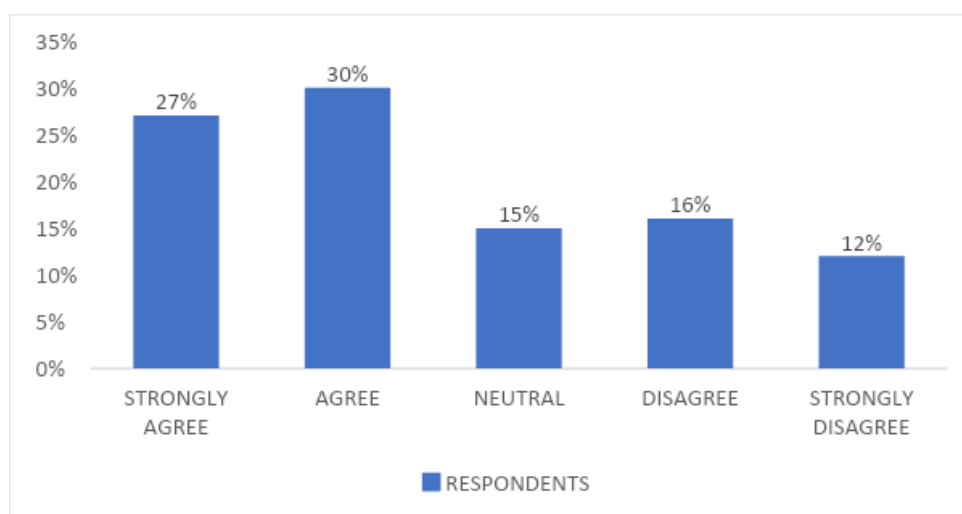
Table showing entrepreneurship is a safest career path in future

OPTIONS	RESPONDENTS	PERCENTAGE
STRONGLY AGREE	27	27%
AGREE	30	30%
NEUTRAL	15	15%
DISAGREE	16	16%
STRONGLY DISAGREE	12	12%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.7

Figure showing entrepreneurship is a safest career path in future



INTERPRETATION

The table and figure shows that 30% of the respondents are agree that the entrepreneurship is safest career path in future, 27% of the respondents are strongly agree, 16% of the respondents are disagree, 15% respondents are neutral and 12% respondents are strongly disagree. So we can conclude majority respondents are agree entrepreneurship is the safest career path in future.

TABLE 4.8

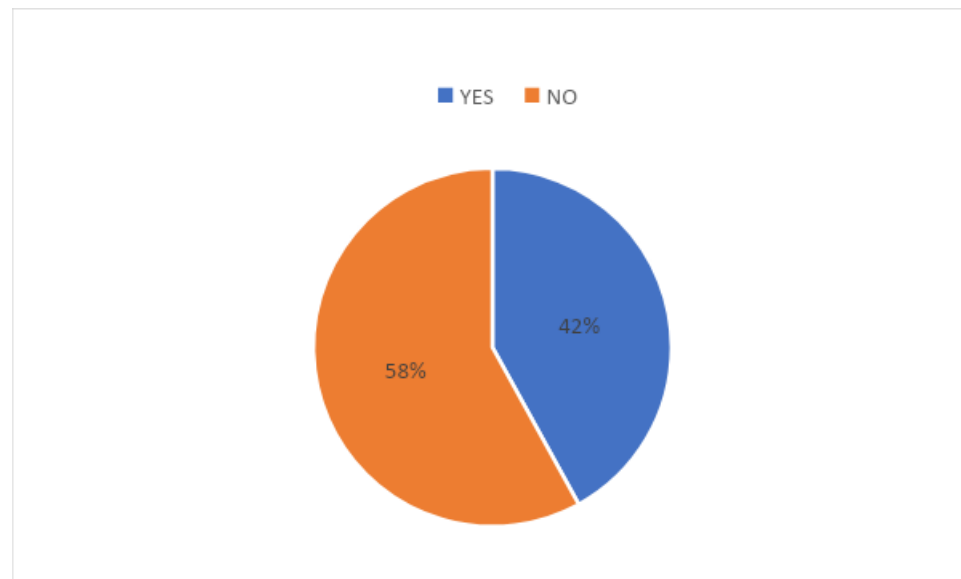
Table showing awareness about the procedures for commence a new business

OPTIONS	RESPONDENTS	PERCENTAGE
YES	42	42%
NO	58	58%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.8

FIGURE showing awareness about the procedures for commence a new business



INTERPRETATION

The table and figure shows that 58% of the respondents are not aware about the procedure for commence a new business and 42% of respondents are aware. So we can conclude majority respondents are aware about the procedure to commence a new business.

TABLE 4.9

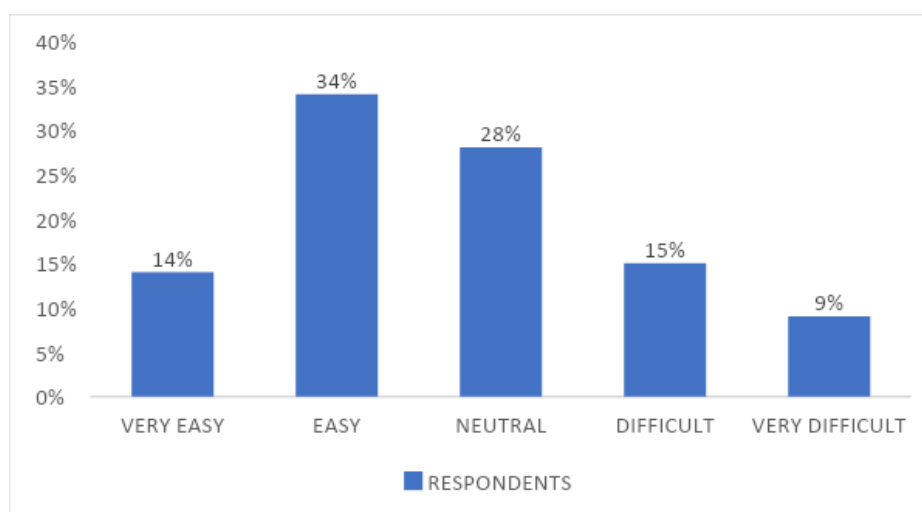
Table showing opinion about how easy to start a business

OPTIONS	RESPONDENTS	PERCENTAGE
VERY EASY	14	14%
EASY	34	34%
NEUTRAL	28	28%
DIFFICULT	15	15%
VERY DIFFICULT	9	9%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.9

Figure showing opinion about how easy to start a business



INTERPRETATION

The table and figure shows that 34% of respondents opinion is it is easy to start a business 28% of respondents are neutral 15%of respondents are difficult, 14% of respondents are very easy and 9% of the respondents are very difficult. So we can conclude majority respondents opinion is easy to start a business

TABLE 4.10

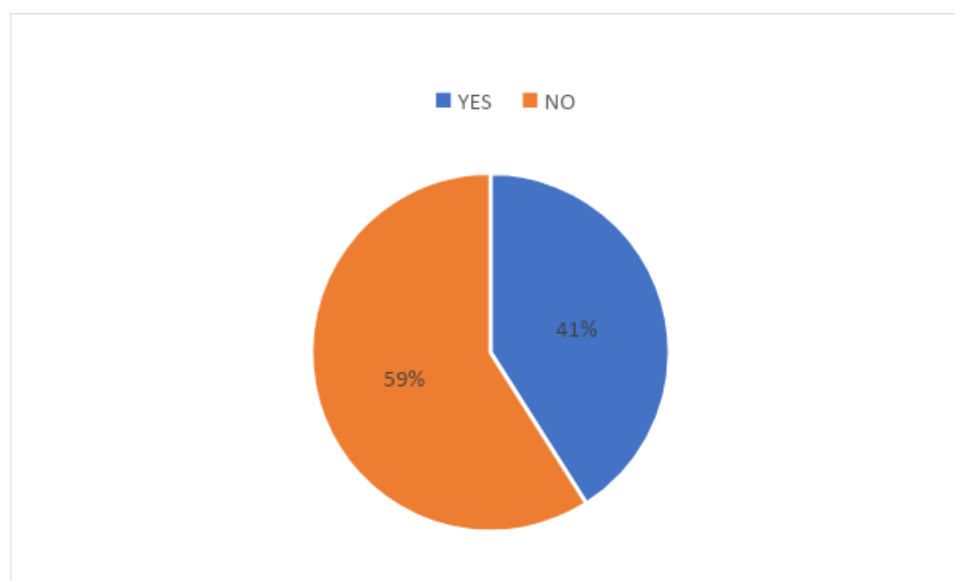
Table showing awareness about the government policies and regulations of start-up a business

OPTIONS	RESPONDENTS	PERCENTAGE
YES	41	41%
NO	59	59%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.10

Figure showing awareness about the government policies and regulations of start-up a business



INTERPRETATION

The table and figure shows that 59% of the respondents are not aware about the government policies and regulations to start a new business and 41% of the respondents are aware. So we can conclude majority respondents are not aware of the government policies and regulations to start a business.

TABLE 4.11

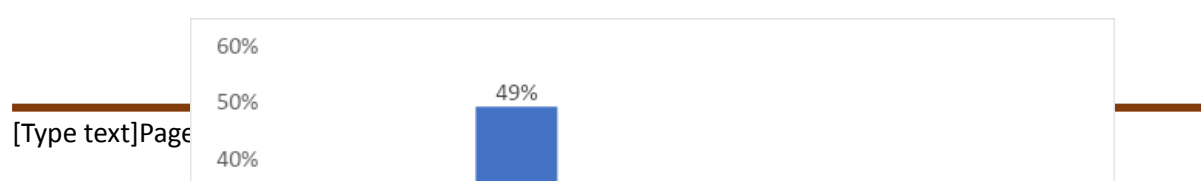
Table showing risk involved in setting up a business are too high

OPTIONS	RESPONDENTS	PERCENTAGE
STRONGLY AGREE	26	26%
AGREE	49	49%
NEUTRAL	11	11%
DISAGREE	9	9%
STRONGLY DISAGREE	5	5%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.11

Figure showing risk involved in setting up a business are too high



INTERPRETATION

The table and figure shows that 49% of the respondents are agree that the risk involved in setting up a business are too high, 26% respondents are strongly agree, 11% respondents are neutral, 9% respondents are disagree and 5% of the respondents are strongly disagree. So we can conclude majority respondents are agree that risk involved in setting up a business are too high.

TABLE 4.12

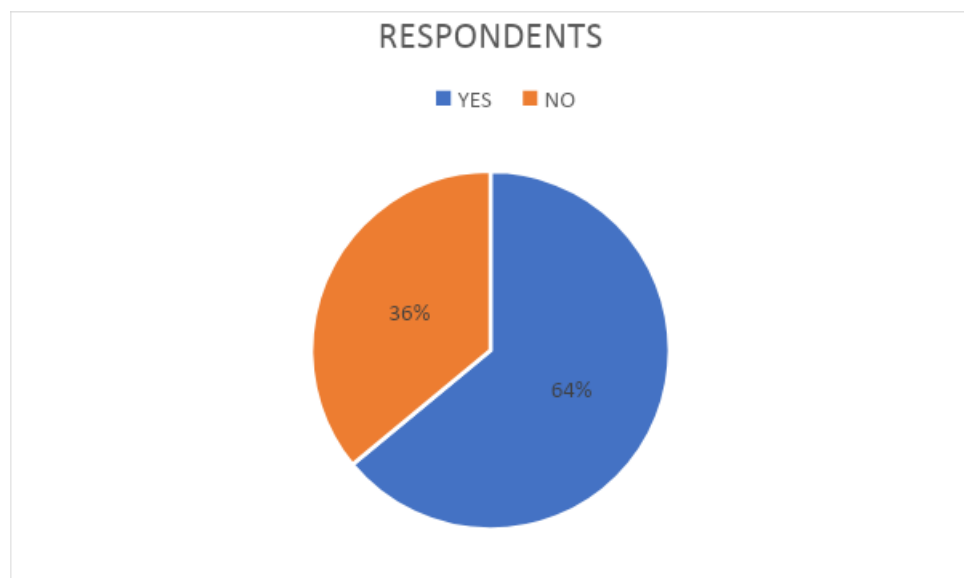
Table showing gender is not a restriction in starting a new business

OPTIONS	RESPONDENTS	PERCENTAGE
YES	64	64%
NO	36	36%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.12

Figure showing gender is not a restriction in starting a new business



INTERPRETATION

The table and figure shows that 64% of the respondents are agree that gender is not a restriction in starting a business and 36% of respondents are not agree. So we can conclude majority respondents are agree gender is not a restriction in starting a business.

TABLE 4.13

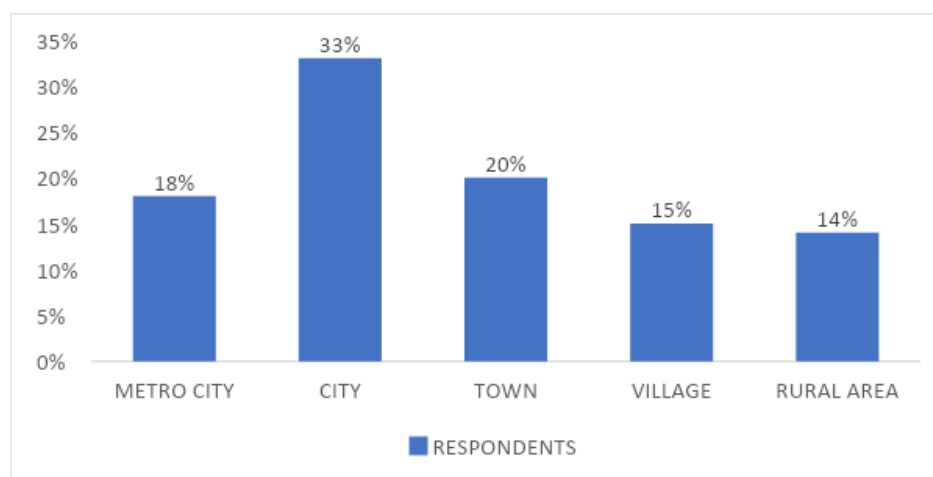
Table showing destination preferred to commence a new business

OPTIONS	RESPONDENTS	PERCENTAGE
METRO CITY	18	18%
CITY	33	33%
TOWN	20	20%
VILLAGE	15	15%
RURAL AREA	14	14%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.13

Figure showing destination preferred to commence a new business



INTERPRETATION

The table and figure shows that 33% of the respondents says that destination preferred to commence a new business in city, 20% of respondents are like in town, 18% respondents are like in metro city, 15% respondents are like in village and 14% of respondents are like in rural areas. So we can conclude majority respondents are says that destination preferred to commence a business in city.

TABLE 4.14

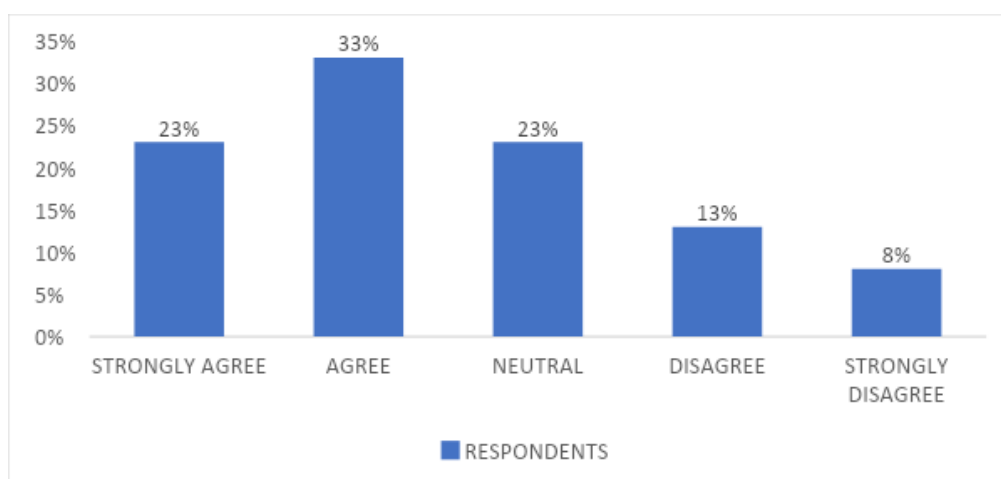
Table showing difficult to get finance for starting new business

OPTIONS	RESPONDENTS	PERCENTAGE
STRONGLY AGREE	23	23%
AGREE	33	33%
NEUTRAL	23	23%
DISAGREE	13	13%
STRONGLY DISAGREE	8	8%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.14

Figure showing difficult to get finance for starting new business



INTERPRETATION

The table and figure shows that 33% of the respondents are agree that its difficult to get finance for starting a new business, 23% of the respondents are strongly agree, 23% of the

respondents are neutral, 15% respondents are disagree and 12% respondents are strongly disagree. So we can conclude majority respondents are agree that its difficult to get finance for starting a new business.

TABLE 4.15

Table showing the way of raise capital for business

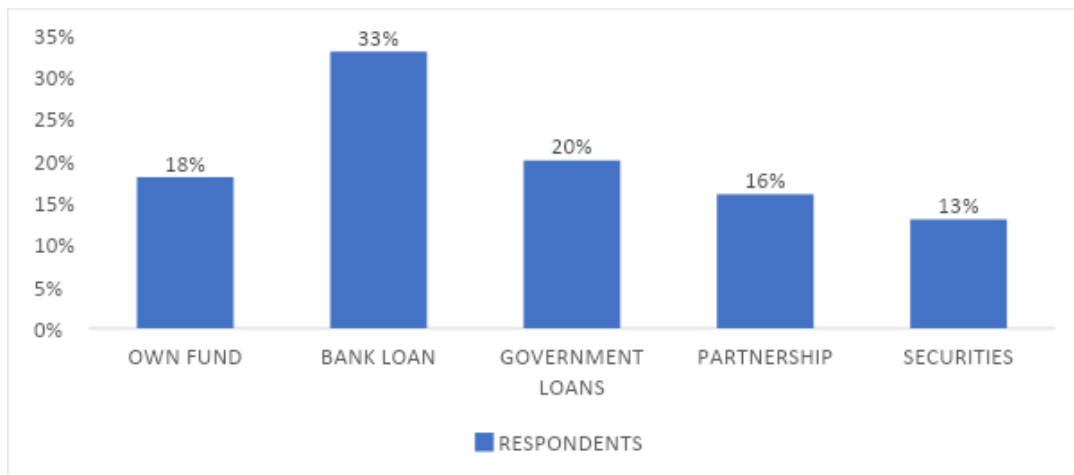
OPTIONS	RESPONDENTS	PERCENTAGE
OWN FUND	18	18%
BANK LOAN	33	33%
GOVERNMENT LOANS	20	20%
PARTNERSHIP	16	16%
SECURITIES	13	13%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.15

Figure showing the way of raise capital for business

INTERPRETATION



The table and figure shows that 33% of respondents says that they raise capital to start a business in the way of bank loan, 20% respondents are from government loans, 18% respondents are from own fund, 16% respondents are from partnership and 13% respondents are from securities. So we can conclude majority respondents says that they raise capital to start a business in the way of bank loan.

TABLE 4.16

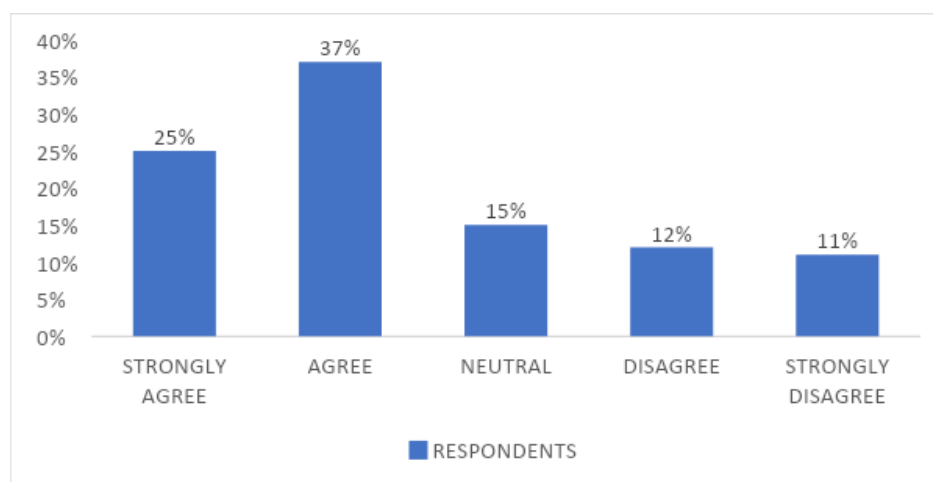
Table showing barriers and difficulties to commence a new business

OPTIONS	RESPONDENTS	PERCENTAGE
STRONGLY AGREE	25	25%
AGREE	37	37%
NEUTRAL	15	15%
DISAGREE	12	12%
STRONGLY DISAGREE	11	11%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.16

Figure showing barriers and difficulties to commence a new business



INTERPRETATION

The table and figure shows that 37% of the respondents are agree that it has barriers and difficulties to commence a new business, 25% of the respondents are strongly agree, 15% of the respondents are neutral, 12% respondents are disagree and 11% respondents are strongly disagree. So we can conclude majority respondents are agree that it has barriers and difficulties to commence a new business.

TABLE 4.17

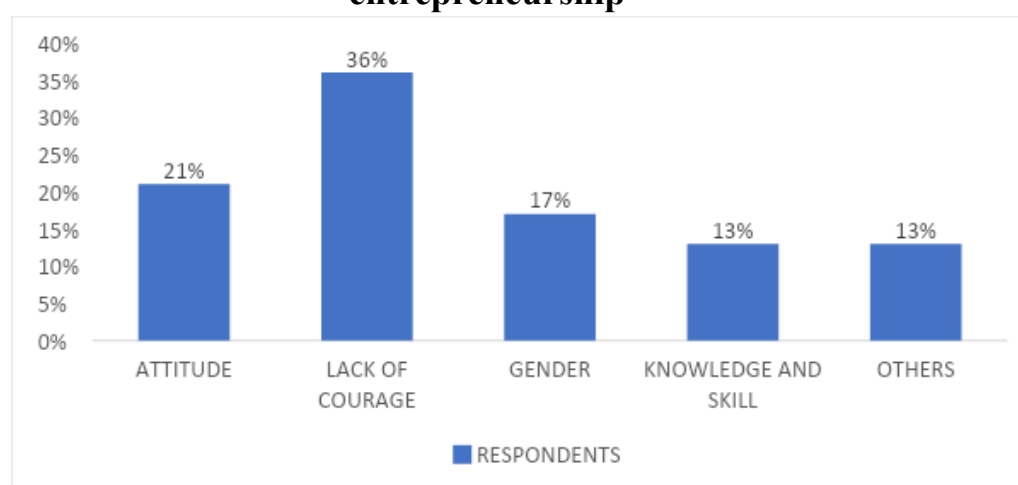
Table showing personality barriers faced by students while selecting entrepreneurship

OPTIONS	RESPONDENTS	PERCENTAGE
ATTITUDE	21	21%
LACK OF COURAGE	36	36%
GENDER	17	17%
KNOWLEDGE AND SKILL	13	13%
OTHERS	13	13%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.17

Figure showing personality barriers faced by students while selecting entrepreneurship



INTERPRETATION

The table and figure shows that 36% of the respondents says that the lack of courage is the personality barrier faced by students, 21% respondents are attitude, 17% are gender and 13% of the students are knowledge and skill and others. So we can conclude majority respondents says that lack of courage is the personality barrier faced by students.

TABLE 4.18

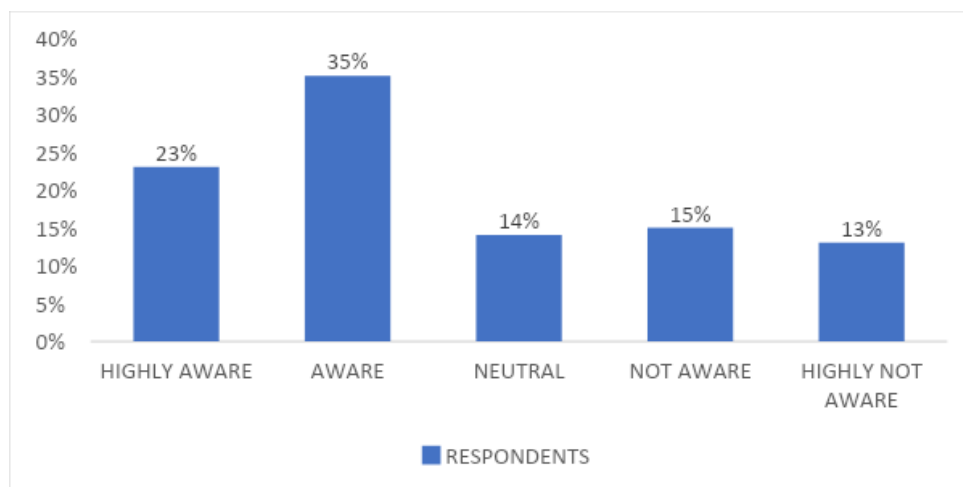
Table showing awareness about government subsidy provided for starting a new business

OPTIONS	RESPONDENTS	PERCENTAGE
HIGHLY AWARE	23	23%
AWARE	35	35%
NEUTRAL	14	14%
NOT AWARE	15	15%
HIGHLY NOT AWARE	13	13%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.18

Figure showing showing awareness about government subsidy provided for starting a new business



INTERPRETATION

The table and figure shows that 35% of the students are aware the government subsidy provided for starting a new business, 23% respondents are highly aware, 15% respondents are not aware, 14% respondents are neutral and 13% are highly not aware. So we can conclude majority respondents are aware the government subsidy provided for starting a new business.

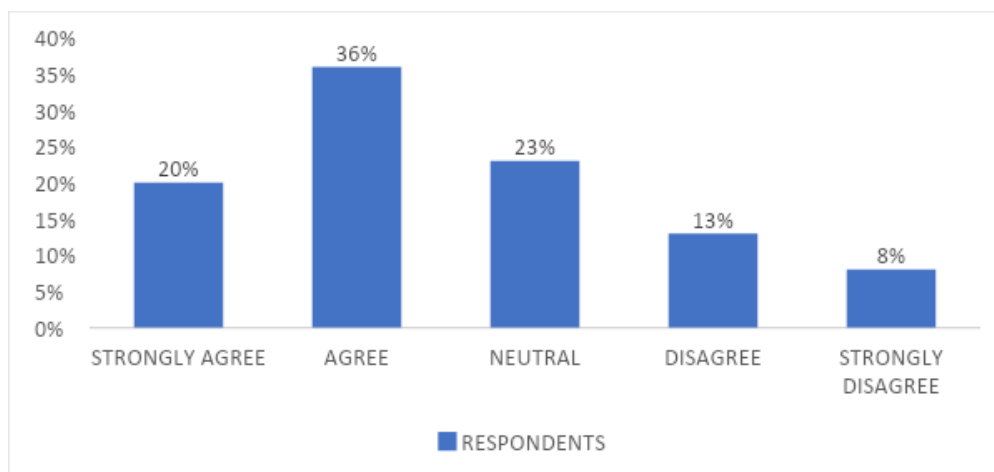
TABLE 4.19

Table showing innovative and creative ideas are needed to begin a entrepreneurship

OPTIONS	RESPONDENTS	PERCENTAGE
STRONGLY AGREE	20	20%
AGREE	36	36%
NEUTRAL	23	23%
DISAGREE	13	13%
STRONGLY DISAGREE	8	8%
TOTAL	100	100%

(Source Primary data) **FIGURE 4.19**

Figure showing innovative and creative ideas are needed to begin a entrepreneurship



INTERPRETATION

The table and figure shows that 36% of the respondents are agree that innovative and creative ideas are needed to begin a entrepreneurship, 23% of the respondents are neutral, 20% of the respondents are strongly agree, 13% respondents are disagree and 8% respondents are strongly disagree. So we can conclude majority respondents are agree that innovative and creative ideas are needed to begin a entrepreneurship.

TABLE 4.20

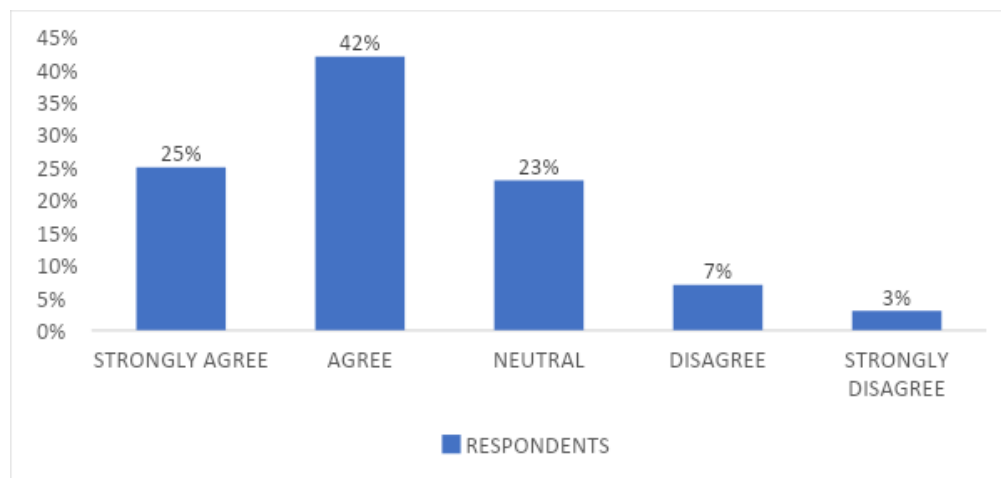
Table showing lack of technical knowledge prevent students to start a business

OPTIONS	RESPONDENTS	PERCENTAGE
STRONGLY AGREE	25	25%
AGREE	42	42%
NEUTRAL	23	23%
DISAGREE	7	7%
STRONGLY DISAGREE	3	3%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.20

Figure showing lack of technical knowledge prevent students to start a business



INTERPRETATION

The table and figure shows that 42% of the respondents are agree that lack of technical knowledge prevent students to starting a new business, 25% of the respondents are strongly agree, 23% of the respondents are neutral, 7% respondents are disagree and 3% respondents are strongly disagree. So we can conclude majority respondents are agree that lack of technical knowledge prevents students to starting a new business.

TABLE 4.21

Table showing the factors effecting entrepreneurship

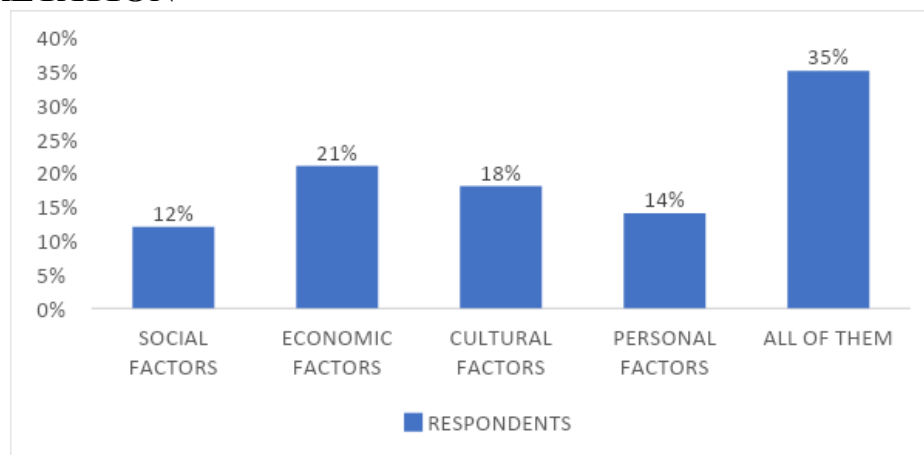
OPTIONS	RESPONDENTS	PERCENTAGE
SOCIAL FACTORS	12	12%
ECONOMIC FACTORS	21	21%
CULTURAL FACTORS	18	18%
PERSONAL FACTORS	14	14%
ALL OF THEM	35	35%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.21

Figure showing the factors effecting entrepreneurship

INTERPRETATION



The table and figure shows that 35% of the respondents says that all of the factors affecting the entrepreneurship, 21% of respondents says that economic factors are the main factor affecting the entrepreneurship, 18% respondents are cultural factors, 14% respondents are personal factors and 12% are social factors. So we can conclude majority respondents says that all of the factors are affecting the entrepreneurship.

TABLE4.22

Rank: college students fails start their own business

FACTORS	5	4	3	2	1	TOTAL	SCORE	WEIGHT	RANK
Access to finance	12	15	25	28	20	100	271	54	4
Education, skill and training	10	22	17	21	30	100	261	52	5
Business support	19	21	19	21	20	100	298	60	3
Social /cultural attitude towards entrepreneurship	29	26	19	17	9	100	349	70	1
High risk of conducting business	30	16	20	13	21	100	321	64	2
TOTAL	100	100	100	100	100	500			

INTERPRETATION

Table shows that the factors college students fail to start their own business, 1st rank for social/cultural attitude towards entrepreneurship, 2nd rank for high risk of conducting business, 3rd rank for businesses support, 4th rank for finance and 5th rank for education, skill and training.

TABLE4.23

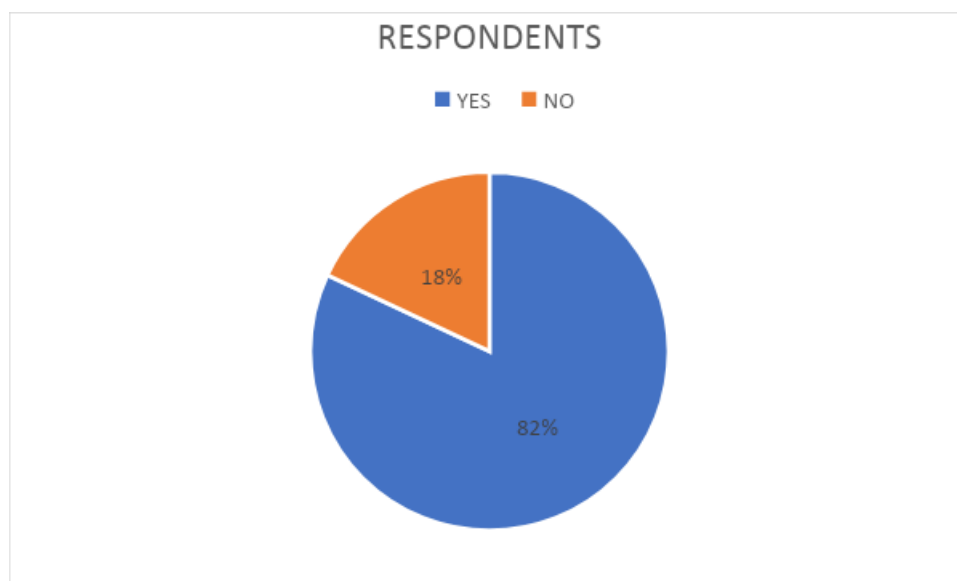
Table showing expecting any concessions from government to start a business

OPTIONS	RESPONDENTS	PERCENTAGE
YES	82	82%
NO	18	18%
TOTAL	100	100%

(Source Primary data)

FIGURE4.23

Figure showing expecting any concessions from government to start a business



INTERPRETATION

The table and figure shows that 82% of the respondents are expecting concessions from government to start a business and 18% of the respondents are not expecting any concessions. So we can conclude majority respondents are expecting concessions from government to start a business.

TABLE4.24

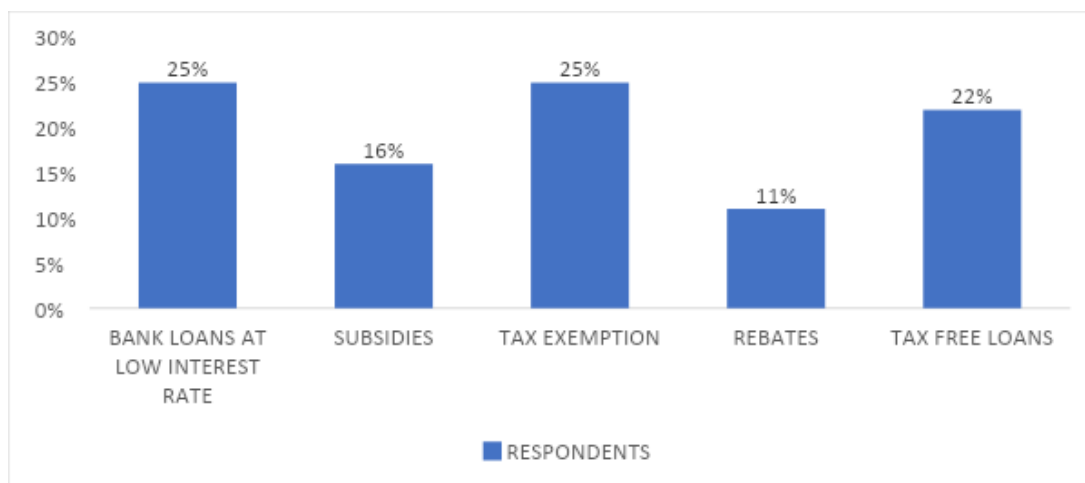
Table showing what are the concessions expecting from government

OPTIONS	RESPONDENTS	PERCENTAGE
BANK LOANS AT LOW INTEREST RATE	25	25%
SUBSIDIES	16	16%
TAX EXEMPTION	25	25%
REBATES	11	11%
TAX FREE LOANS	22	22%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.24

Figure showing what are the concessions expecting from government



INTERPRETATION

The table and figure shows that 25% of the respondents are expecting concessions from government in the form of bank loan at low interest rate and tax exemption, 22% respondents expect tax free loans, 16% respondents subsidy and 11% respondents rebates. So we can conclude majority respondents are expecting concessions from government in the form of bank loan at low interest rate and tax exemption.

TABLE4.25

Table showing awareness about any entrepreneurship development agency

OPTIONS	RESPONDENTS	PERCENTAGE
HIGHLY AWARE	17	17%

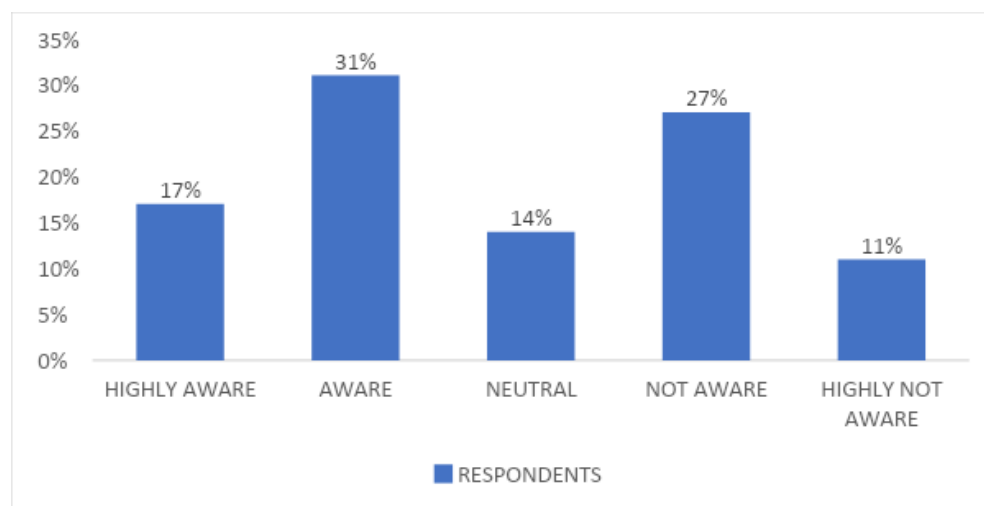
AWARE	31	31%
NEUTRAL	14	14%
NOT AWARE	27	27%
HIGHLY NOT AWARE	11	11%
TOTAL	100	100%

(Source Primary data)

FIGURES 4.25

Figure showing awareness about any entrepreneurship development agency

INTERPRETATION



The table and figure shows that 31% of the respondents are aware about the entrepreneurship development agency, 27% respondents are not aware, 17% respondents are highly aware, 14% respondents are neutral and 11% are highly not aware. So we can conclude majority respondents are aware about the entrepreneurship development agency.

TABLE4.26

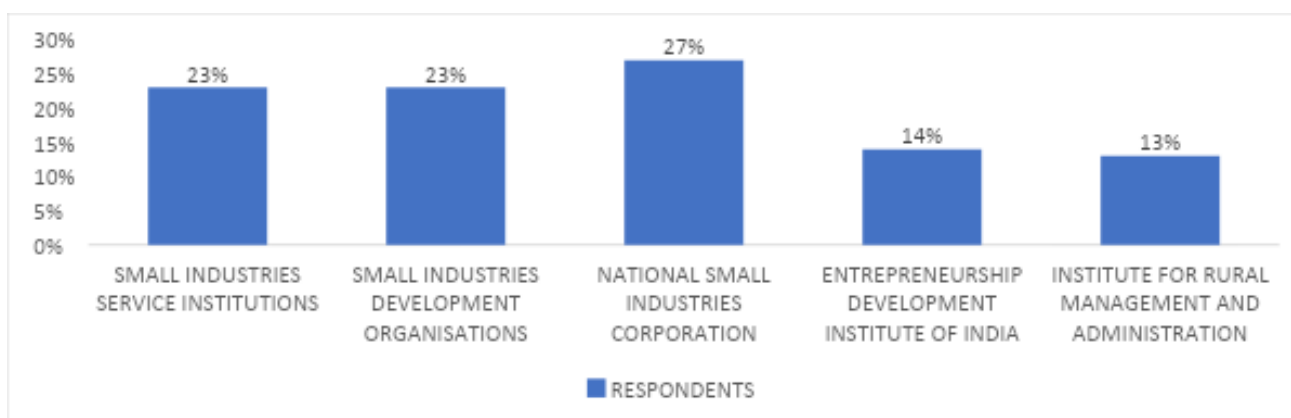
Table showing awareness regarding type of entrepreneurship development agency

OPTIONS	RESPONDENTS	PERCENTAGE
SMALL INDUSTRIES SERVICE INSTITUTIONS	23	23%
SMALL INDUSTRIES DEVELOPMENT ORGANISATIONS	23	23%

NATIONAL SMALL INDUSTRIES CORPORATION	27	27%
ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA	14	14%
INSTITUTE FOR RURAL MANAGEMENT AND ADMINISTRATION	13	13%
TOTAL	100	100%

(Source Primary data) **FIGURE 4.26**

Figure showing awareness regarding type of entrepreneurship development agency



INTERPRETATION

The table and figure shows that 27% of the respondents are know the national small industries corporation, 23% respondents are know the small industries service institutions and small industries development organisations, 14% respondents are know entrepreneurship development institute of India and 13% of the respondents know institute for rural management and administration. So we can conclude majority respondents are know the national small industrial corporation.

TABLE 4.27

Table showing awareness about EDP programmes create self employment

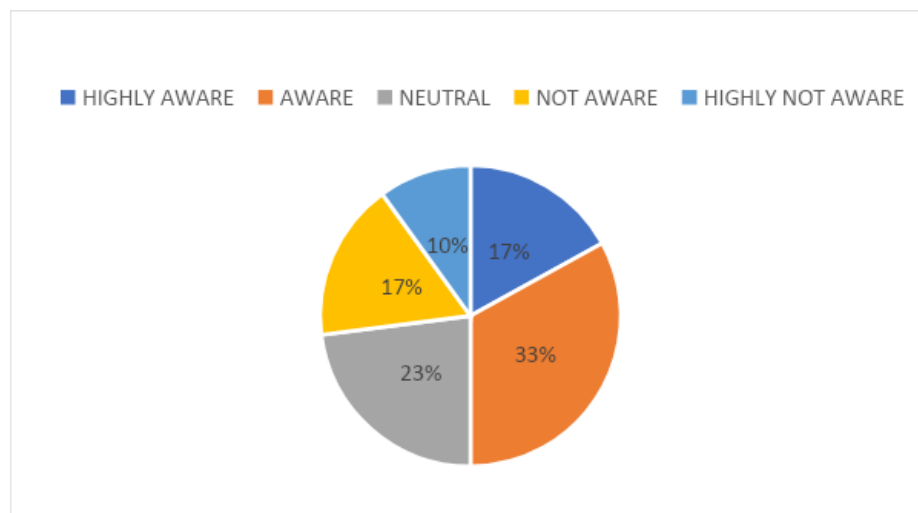
OPTIONS	RESPONDENTS	PERCENTAGE
HIGHLY AWARE	17	17%
AWARE	33	33%
NEUTRAL	23	23%

NOT AWARE	17	17%
HIGHLY NOT AWARE	10	10%
TOTAL	100	100%

(Source Primary data)

FIGURE 4.27

Figure showing awareness about EDP programmes create self employment



INTERPRETATION

The table and figure shows that 33% of the students are aware the EDP programmes create self employment, 23% respondents are neutral , 17% respondents are not aware, 14% respondents are highly aware and 13% are highly not aware. So we can conclude majority respondents are aware the EDP programmes create self employment.

HYPOTHESIS TESTING

CHI SQUARE TEST

Chi square is a statistical hypothesis test in which the sampling distribution of the test statistic in chi square distribution. Chi square is one of the simplest and most widely non-parametric tests. It is a test which explains the magnitude of difference between observed frequencies and the theoretical or expected frequencies under certain circumstances. With the help of chi square test, we are able to find out whether such differences are significant or insignificant and could have arisen due to sampling glaciations.

H0=There is no significant association between gender and preference of entrepreneurship as a career option

H1=There is a significant association between gender and preference of entrepreneurship as a career option

The formula for calculating chi-square test is:

$$X^2 = (O-E)^2/E$$

GENDER	MALE	FEMALE	TOTAL
STRONGLY AGREE	13	14	27
AGREE	17	13	30
NEUTRAL	9	6	15
DISAGREE	8	8	16
STRONGLY DISAGREE	8	4	12
TOTAL	55	45	100

OBSERVED VALUES	EXPECTED VALUES	O-E	(O-E) ²	(O-E) ² /E
13	14.85	-1.8	3.4225	0.23
14	12.15	1.8	3.4225	0.282
17	16.5	0.5	0.25	0.1515
13	13.5	-0.5	0.25	0.0185
9	8.24	1.75	0.5625	0.0682
6	6.75	-1.75	0.5625	0.0833
8	8.8	-0.8	0.64	0.073
8	7.2	0.8	0.64	0.0888

8	6.6	1.4	1.96	0.297
4	5.4	-1.4	1.96	0.363
TOTAL				1.6545

Calculated value =1.6545

DEGREE OF FREEDOM

$$=(r-1)(c-1)$$

$$=(5-1)(2-1)$$

$$=(4*1)$$

$$=4$$

Level of significance =5%

Table value =9.488

INTERPRETATION

The calculated value 1.6545 is less than table value 3.841. Thus, the null hypothesis (H0) is accepted and we reject the alternative hypothesis (H1). So, we prove that there is no significant association between gender and preference of entrepreneurship as a career option.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS

- ☐ The majority respondents are from male category.
- ☐ Majority respondents are from commerce department.
- ☐ The majority respondents family members have own business.
- ☐ The study shows the majority respondents likely to commence business.
- ☐ The study conclude majority respondents more intrested in future government jobs.
- ☐ The majority respondents are going to start partnership firm.
- ☐ The majority respondents are agree entrepreneurship is a safest career path in future.
- ☐ The majority respondents are not aware about the procedures for commence a new business.
- ☐ The study majority respondents opinion is easy to start a business.
- ☐ The majority respondents are not aware the government policies and regulations to start up a business.
- ☐ The study showing majority respondents are agree risk involved in setting up a business are too high.
- ☐ The study shows majority respondents are agree that gender is not a restriction in starting a business
- ☐ Majority respondents are says that destination prefferd to commence a business in City.
- ☐ The majority respondents are agree that its difficult to get finance for starting a new business
- ☐ The study conclude the majority respondents says that they raise capital to start a business in the way of bank loan.
- ☐ The majority respondents are agree that it has barriers and difficulties to commence a new business.
- ☐ The study says majority respondents says that lack of courage is the personality barrier faced by students.
- ☐ The majority respondents are aware the government subsidy provided for starting a new business.
- ☐ The study conclude the majority respondents are agree that innovative and creative ideas are needed to begin a entrepreneurship.
- ☐ The majority respondents are agree lack of technical knowledge prevents students to starting a new business.

- The majority respondents says that cultural, personal, economic, social factors these all factors affecting the entrepreneurship.
- The study conclude that 1st rank for students fails to start their own business is social /cultural attitude towards entrepreneurship.
- The majority respondents are expecting concessions from government to start a business
- The study says majority respondents are expecting concessions from government in the form of bank loan at low interest rate and tax exemption.
- The majority respondents are aware the entrepreneurship development agency.
- The majority respondents are know the national small industries corporation.
- The study shows that the majority respondents are aware the EDP programmes create self employment.

5.2 SUGGESTIONS

- ❖ Some of the respondents are not aware the business opportunities. There are lot of entrepreneurship training and development programmes conducted by colleges and both central and state government. We suggest the graduates to attend these kind of entrepreneurship training and development programmes.
- ❖ The central and state government are providing plenty of loan on subsidy basis so we suggest them to utilise these kinds of financial assistance provided by the government to start a business in future.
- ❖ The existing government introduced various schemes for women empowerment, like stand up India and some of subsidy loans. We recommend the female respondents in the study to utilise these kind of schemes announced by government.
- ❖ The study suggested that the students need to given updates through entrepreneurial workshops and conferences in various fields to establish the new business in future.
- ❖ The government has to extend more support in diverse area in entrepreneurial activities.
- ❖ Promoting an entrepreneurial culture among young people.
- ❖ Providing financial support to students for start new business after leaving higher education.
- ❖ Integrate entrepreneurship related programmes and the activities in the established curriculum across different subjects, so that it may add value to all degree courses.
- ❖ Events and competition, campaigns and awards are another way for raising the profile of entrepreneurship for students.

5.3 CONCLUSION

The study focus on entrepreneurship attitude among college students. A large part of students are intrested in this area. The mode of raising fund is very important in the creation of a new business. Students were expecting lot of support and assistance from central and state government like subsidy loans, tax exemptions liberal rules and regulations etc. The education system also creates entrepreneurial intention among students. This study we found that most of respondents opinion is they are moderately facing lot of barriers and difficulties to commence a new business. Availability of capital and labour, family backgrounds, society, corruption and government policies are also affected in new business creation. They are intrested to start business in cities and towns. However we can able to understand most of the respondents are intrested to entrepreneurial career path in future for better development. The students are very much aware about the entrepreneurship development cell. Hence one can conclude that the students attitude towards entrepreneurship is very good. But some problems affect their intrest to start a new business. So the government and concerned authorities have to take remedial actions to solve the problems.

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- <https://www.entrepreneur.com/>
- <https://www.womenentrepreneursindia.com/>
- <http://www.wikipidia.com/>

APPENDIX

QUESTIONNAIRE

I am MANEESH K BABURAJ, pursuing M.Com at GOVERNMENT ARTS AND SCIENCE COLLEGE CHELAKKARA. As for our curriculum I am doing a project on topic “A STUDY ON THE ASSESSMENT OF ENTREPRENEURIAL INTENTION AND ATTITUDE OF COLLEGE STUDENTS TOWARDS ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO OTTAPALAM MUNICIPALITY”. For this I request to spare your valuable time for filling this questionnaire. I assure you that the information provided by you will be highly confidential.

1. Name: _____
2. College: _____
3. Gender: Male ☐ Female ☐
4. Department: commerce ☐ economics ☐ politics ☐
 English ☐ Other ☐
5. Do any of your family members or relatives own business?
YES ☐ NO ☐
6. Would you like to commence business?
Most likely ☐ likely ☐ neutral ☐
unlikely ☐ rarely ☐
7. The area of the career which you are more interested in future?
Accountant ☐ Business ☐ government employee ☐
teacher ☐ Others ☐
8. What type of business you are going to start?
Partnership firm ☐ franchising business ☐ joint venture ☐
Start-up business ☐ others ☐
9. Do you agree entrepreneurship is a safest career path in future?
Strongly agree ☐ agree ☐ neutral ☐
Disagree ☐ strongly disagree ☐
10. Do you aware about the procedure for commence a business?
YES ☐ NO ☐
11. What is your opinion about how easy to start a business?

Very easy ☐ easy ☐ neutral ☐

Difficult ☐ very difficult ☐

12. Did you know about government policies and regulations of start-up a business?

YES ☐ NO ☐

13. Do you agree risk involved in setting up a business are too high?

Strongly agree ☐ agree ☐ neutral ☐

Disagree ☐ Strongly disagree ☐

14. Do you agree gender is not a restriction in starting a new business?

YES ☐ NO ☐

15. Which destination you are preferred to commence a new business?

Metro city ☐ City ☐ towns ☐

Villages ☐ rural area ☐

16. Its difficult to get finance /loans for starting a new business?

Strongly agree ☐ agree ☐ neutral ☐

disagree ☐ Strongly disagree ☐

17. Where from raise capital for starting a business?

Own fund ☐ bank loans ☐ government loans ☐

Partnership ☐ securities ☐

18. Are you facing barriers and difficulties for commence a new business?

Strongly agree ☐ agree ☐ neutral ☐

Disagree ☐ Strongly disagree ☐

19. What are the personality barriers faced by students while selecting entrepreneurship?

Attitude ☐ lack of courage ☐ Gender ☐

Knowledge and skill ☐ others ☐

20. Are you aware government subsidy provided for starting a new business?

Highly aware ☐ aware ☐ neutral ☐

not aware ☐ Highly not aware ☐

21. Do you agree innovate and creative ideas are needed to begin a entrepreneur?

Strongly agree ☐ agree ☐ neutral ☐

Disagree ☐ Strongly disagree. ☐

22. Are you agree lack of technical knowledge prevent students to start a business?

Strongly agree ☐ agree ☐ neutral ☐

Disagree ☐ Strongly disagree ☐

23. What are the factors affecting entrepreneurship?

Economic factors ☐ social factors ☐

cultural factors ☐ Personality factors ☐ all of them ☐

24. Please rank: why do college students fails to start their own business

	RANK
Access to finance	
Education, skills and technology	
Business support	
Social /cultural attitude towards entrepreneurship	
High risk of conducting business	

25. Do you expecting any concessions from state and central government for commence a new business?

YES ☐ NO ☐

26. What are the concessions you are expecting from state and central government for commence a new business?

Bank loan at low interest rate ☐ subsidies ☐

tax exemption ☐ Rebates ☐ interest free loans ☐

27. Are you aware of any entrepreneurship development agency?

Highly aware ☐ aware ☐ neutral ☐

not aware ☐ Highly not aware ☐

28. Which of the entrepreneurship development agency you know?

Small industries service institutes ☐

Small industries development organisations ☐

National small industries corporation ☐

Entrepreneurship development institute of India ☐

Institute for rural management and administration ☐

29. Do you aware EDP programmes create self employment?

Highly aware ☐ aware ☐ neutral ☐

not aware ☐ Highly not aware ☐