

AWARENESS OF POST GRADUATE STUDENTS TOWARDS ENTREPRENEURSHIP IN KANYAKUMARI DISTRICT

By

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Abstract

Entrepreneurship is necessary for a country's economic development, whether it is a developed economy, an emerging economy, or a developing economy. It acts as an engine of growth for creativity and innovation. It multiplies employment opportunities for the economy. Successful entrepreneurs use innovative ideas to bring new products and services to market and create competitiveness. Hence, they improve market efficiency, contribute to the creation of wealth, produce employment opportunities and increase the overall economic development of the country. Entrepreneurship education is considered one of the key ways to inculcate entrepreneurship motivation among students. Attitude is not permanent, and it is likely to change the socio-economic culture, social entrepreneurial value, etc. It is important to know the entrepreneurial intention among the students. Before measuring the attitude of the students, it is very important to know whether they have an awareness of entrepreneurship or not. Hence, entrepreneurship education is needed to change student's behaviour patterns in a particular direction. Entrepreneurship encourages students to create jobs and to overcome unemployment problems. It further changes the students' mindset from finding jobs to creating jobs after graduation. Thus, entrepreneurship education is a mix of skill-building and a mindset shift from job seeking to job creation.

Keywords: *entrepreneurship, employment, job creation, economic development, efficiency, and awareness.*

Introduction

Entrepreneurship plays a major role in industrial development. The industrially developed countries like USA, Germany and Japan create an evidence that entrepreneurship is the

cause for economic development. Entrepreneurship has now emerged as a profession and like other professions, it can also be developed through specific educational and training programmes. Some universities have introduced entrepreneurial

development as a subject in their syllabus at the graduate and the post-graduate levels.

Entrepreneurship is based on systematic innovation. It included not only the independent businessman, but also includes company directors and managers doing innovative functions. The functions performed by an entrepreneur create an enterprise. Just as management is regarded as what managers do. It is the process of giving birth to a new enterprise.

Entrepreneurship acts a critical factor for the growth of an economy. In a developing country like ours, its role is more important than that in the developed countries. To attain the objectives of the entrepreneurship, a number of entrepreneurial institutes like NIESBUD, NTSIET, IEDs/CEDs have been set up through government and non-government initiatives to train the youths for taking up entrepreneurial activities as their career option. Now-a-days entrepreneurial development training programmes for new entrepreneurs

and entrepreneurial education for college students are gathering momentum.

Entrepreneurship is neither a science nor an art. It is a practice. It relates to knowledge. Entrepreneurship is not just about making money, it is about imagination, flexibility, creativity, willingness to think conceptually, readiness to take risks, ability to mobilize agents of production and the capacity to see change as an opportunity. A high sense of responsibility is an essential ingredient for development of entrepreneurship.

Entrepreneurship = Entrepreneur + Enterprise
(process) (person) (object)

Entrepreneur is an opportunity seeker. He is the organizer and coordinator of the agents of production. He has to execute many good functions while establishing a small-scale enterprise. He not only perceives the business opportunities, but also mobilizes the other resources like the 5Ms – man, money, machine, materials and methods.

Statement of the Problem

The entrepreneur is one who has the ability and desire to establish, administer and succeed in a start-up venture along with risk to make profits. The entrepreneurs are a source of new ideas or innovators. They bring new ideas in the market by replacing old with a new invention. Anyone who has the will and determination to start a new company and deals with all the risks become an entrepreneur.

In Tamilnadu, there are many universities from where number of students passes out in every year in all streams of education. Students who complete their final years of graduation have an urgency to decide on their career for the future. People who are interested in doing business are not able to do it. The reasons are lack of support from family, shortage of capital etc. Now-a-days, most of the parents want their children to be employed either in government or in reputed multinational corporations. Hence, this study has been carried out to find out the attitude of post graduate students towards entrepreneurship.

Review of Literature

Athulya (2017) carried out a study to evaluate the attitude of commerce students towards entrepreneurship. The objectives of the study were to analyse the factors that influenced intention of students towards entrepreneurship. This study was based on primary data collected through structured questionnaire. The conclusion of this study was that most of the students are willing to start their own business, but majority of them fear about chance of failure.

Hussain, Hasmi and Gilani (2018) explored the attitude of technology education students towards entrepreneurship. The study was descriptive in nature. The findings of the study showed that students have positive attitude towards entrepreneurship. They suggested that seminars and workshops should be conducted by educational institutions to develop the entrepreneurial skills among students for their career advancement.

Jayaraman. P (2021) in his study, "The Attitude of PG Students Towards

Entrepreneurship”, offers detailed insights of how entrepreneurship intention is formed among the post graduate students of business administration. He suggested that the government and concerned authorities takes remedial actions to improve entrepreneurship.

Research Gap

Research gaps regarding awareness of college students towards entrepreneurship include a lack of focus on specific field, insufficient data, infrastructure-related barriers impact their willingness to initiate business. Most studies focus on the attitude of the students towards entrepreneurship. Before analysis have been made to know the attitude of the students regarding entrepreneurship, it is very important to know that that they have awareness about the concept of entrepreneurship. Hence, the researcher tries to fill the gap.

Objectives

- To understand the awareness of post graduate students towards entrepreneurship.

- To know whether the students view entrepreneurship as a career.
- To identify factors that influence entrepreneurship intentions of students.
- To analyse the entrepreneurship intention among the post graduate students.
- To analyse the effect of demographic variable towards motivational drives and entrepreneurship intention.

Research Methodology

This study adopts descriptive research design to understand the awareness of post graduate students in Kanyakumari District. The primary aim is to understand the level of awareness of post graduate students and their intention regarding entrepreneurship.

Sample Size and Sampling Method

This study is based on a sample of 85 respondents from various colleges who are studying in post graduate courses. A simple random sampling method was used to select respondents from various colleges of Kanyakumari District.

Data Collection

Primary Data: It is the data collected from the first hand experience and it is not used in the past. In this study the primary data is a well structured questionnaire.

Secondary Data: It refers to the data that are collected by one other than the primary user. In this study, the secondary data are collected from books, journals and internet.

Tools Used For Analysis

Appropriate statistical tools were used for analysis via descriptive and inferential statistical tools. Descriptive analysis is done through percentage

analysis and inferential analysis is done through Garrett Ranking technique.

Results and Discussion

Understanding the demographic profile of the students is essential to analyse the awareness regarding entrepreneurship in Kanyakumari District.

By studying these variables, can identify which type of students are having awareness towards entrepreneurship. This helps in tailoring strategies to improve the concept of entrepreneurship.

Table 1. Demographic Profile of the Students

Variable	Category	Frequency	Percentage
Gender	Male	48	56.5
	Female	37	43.5
Age	Below 19	-	-
	19-21	36	42.3
	21-23	38	44.7
	Above 23	11	13

Residing Area	Rural	25	29.4
	Semi-Urban	33	38.8
	Urban	27	31.8
Family Size	2	9	10.6
	3	29	34.1
	4	30	35.3
	Above 4	17	20
Type of House	Own	31	36.5
	Rent	44	51.8
	Leased	10	11.7
Working Status	Working	38	44.7
	Not Working	47	55.3
Father's Occupation	Government Employee	10	11.7
	Businessman	9	10.6
	Private Employee	38	44.7
	Agriculture	17	20
	Others	11	13

Source: Primary data

The sample group primarily consists of post graduate students between the ages of 19 and 23 with a slightly larger percentage of males (56.5%) compared to females (43.5%). The respondents mostly come from semi-

urban areas (38.8 percent) followed by urban (31.8) and rural areas (29.4%).

When it comes to family size, most respondents belong to families with 3 or 4 members, which reflects common

family structures. Housing status shows that most of the respondents (51.8%) live in rented homes with fewer owning (36.5%) or leased homes (11.7%).

Regarding employment, more than half (55.3) of the respondents not currently working. The father’s occupation data reveals a strong presence of private employees (44.7%) and in agriculture (20%).

Factors Affecting Entrepreneurship in the Post Graduate Students View

In the view of post graduate students, the factors such as startup support, unfavourable law, bank credits,

unrealized business data, state provided schemes, skills and abilities and knowledge from the course affect the idea of entrepreneurship.

Table 2. Table value of GARRETT ranking technique

RANK	GARRETT’S TABLE VALUE
1	100 (1 - 0.5) /7 = 7% 78
2	100 (2 - 0.5) /7 = 21% 66
3	100 (3 - 0.5) /7 = 35% 57
4	100 (4 - 0.5) /7 = 50% 50
5	100 (5 - 0.5) /7 = 64% 43
6	100 (6 - 0.5) /7 = 78% 35
7	100 (7 - 0.5) /7 = 92% 22

Table 3. Factors affecting Entrepreneurship

SL.NO	Factors	Total Score	Garrett Mean Score	Mean Rank
1	Start-up support	5290	62.24	III
2	Unfavourable law	3675	43.24	V
3	Bank credits	5374	63.22	I
4	Unrealised business idea	5354	63	II
5	State provided schemes	3227	38	VII
6	Skills and abilities	3279	38.58	VI
7	Knowledge from the course	3636	42.78	IV

Scoring 5374 with a Garrett mean score of 63.22, the factor 'Bank Credit' stands out as the most significant. The factor 'unrealized business ideas are considered the next most critical factor and got rank II.

Respondents need start-up support from any mode and hence this factor got III rank. The government should change or bring new laws which is favourable for the entrepreneurs because unfavourable law got IV rank.

The factors 'Knowledge from the course, skills and abilities' and state provided programmes got Vth, VIth and VIIth ranks respectively and seem to have the least influence.

Findings

1. Most of the respondents are male (56.5).
2. 44.7% of the respondents are under the age group between 21-23.
3. 38.8% of the respondents are living in semi-urban area.
4. Four members are living in 35.3% of the respondents family.

5. 51.8% of the respondents are living in rented house.
6. About working status, 55.3% of the respondents are not having any occupation.
7. Private employment is the primary occupation for 44.7% respondents father.
8. Most important factor: Bank credit (63.22), unrealised business ideas (63), start up support (62.24) are considered the most critical factors.
9. Moderate important factor: Knowledge from the course (43.78), unfavourable law (42.78), hold moderate significance, but are not the primary focus.
10. Least important factor: skills and abilities (38.58) and state provided programmes (38) seem to have least influence.

Suggestions

1. Entrepreneurial workshops and seminars should be conducted.
2. To develop the students entrepreneurial skills, training programs should be provided.
3. Students should know what type of financial assistance provided by

both state and central government to start new ventures.

4. The institutions should make the students to visit new start ups and interact with other entrepreneurs.
5. The institutions of the students should form EDP Clubs for the development of young entrepreneurs and so they bring awareness to the students.
6. The universities should add more programmes and concepts for EDP in their syllabus and surely it will encourage the students.
7. The government should provide favorable laws for the new and young entrepreneurs.

Conclusion

Entrepreneurship development is the structured process of enhancing an individual's knowledge, skills, and

motivation to identify business opportunities facing risks and handle a new enterprise. It involves training mentorship and creating innovation to build independence, self-confidence and job creation.

Today, the Government of India is giving more importance for the concept of entrepreneurship. The government has taken many measures to promote the growth of entrepreneurship in the country. It also offers a large number of incentives, concessions, grants and other benefits for the young and new entrepreneurs and thereby achieve economic development of the country. Apart from these, every educational institutions should bring awareness to the students about the great concept of entrepreneurship.

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