

## **1.1 INDRODUCTION**

“Entrepreneurship is built on strong, methodical innovation. It also comprises company leaders and managers who genuinely perform inventive functions, in addition to independent businessmen.

Entrepreneurship is the broad course of action a business owner takes to launch and run a business for profit. Entrepreneurship contributes to economic growth and is therefore essential to the operation of the department. The entrepreneurial attitude is largely responsible for the development of entrepreneurship. In a developing nation like India, entrepreneurship is crucial to the nation's progress and development. Since entrepreneurship is essential to economic growth, it has become of utmost importance nowadays. Entrepreneurial development is necessary for the goal of industrial development, regional expansion, and employment creation. The seed of industrial progress is entrepreneurship, and its fruits are larger higher per-capita income, a higher standard of living, and balanced employment opportunities regional expansion The public's foremost aim has been to promote entrepreneurship governing sector.

Students of today's generation will be the nation's future entrepreneurs. Entrepreneurship is thought to promote economic welfare and have a significant impact on future wealth for the country. Many college graduates struggle to find employment that is compatible with their degree many organizations, including the government have recognized entrepreneurship education as a promising strategy for enhancing young people's employment rates while also promoting social and economic well-being. Because of entrepreneurship, there are more employment available more opportunities are created. Entrepreneurship has always existed.

Because of the fast rise in new entrepreneurialism and the present trend of experts leaving their organizations to create their own enterprises, people from very young to very old are beginning new businesses at a quick rate. Young people today are really motivated to start their own business. It is imperative to early discover these kids and encourage their entrepreneurial spirit. Entrepreneurship is an indication of a

successful and growing company. It promotes economic growth and is crucial to the development process. It generates employment, which opens up new prospects. Nowadays, entrepreneurs are the ones that launch successful business. Entrepreneurship isn't the only element influencing development. Most innovation in goods, services and business models is impacted by growing entrepreneurship. This study aims to ascertain students attitudes towards entrepreneurship. More and more young individuals are inclined to pursue entrepreneurial careers. Due to a lack of viable career opportunities and an aversion to working for another person. By promoting creativity and invention, educators may help students develop into more capable people who can deal with their realities of the outside.

The growth of entrepreneurship in a nation is always a prerequisite for stable and continuous economic development. A person who contributes something novel to the economy is an entrepreneur. The future development of a country will be decided by new and emerging entrepreneurs. The drivers and patterns of an entrepreneurial culture are closely related to the social support system, public policies, and level of education in a nation. Entrepreneurship is a key component of economic growth. It plays a crucial part in particular in mind nations like India. Only the rise of entrepreneurs has led to continuous and steady economic growth. In our State of Kerala, educational unemployment is one of the major issues. Therefore, given these conditions, entrepreneurship plays a significant role these issues.

## **1.2 STATEMENT OF THE PROBLEM**

These students placement due to the large number of college students that graduate each year. With their education and training, college students are better prepared to take advantage of possibilities to launch new businesses. Regarding students attitudes about entrepreneurship and entrepreneurial jobs, there is a disparity. This study considers the elements that help college students succeed there. This research was done among college students pupils in Kochi. The study contributes to the development of a nation by enhancing the entrepreneurial programme. The report can point people interested in helping the nation's children,

especially those who are leaving higher education institutions, in the right direction. First identify the gap, and then to foster entrepreneurial thinking. The study can aid in the creation of policies that support entrepreneurship and a society that values it. The key element in the development of the economy is entrepreneurship. It plays a major role in particular in developing like India. Only through encouraging more entrepreneurs did the economy experience consistent and steady growth. In our State of Kerala, in our State of Kerala, one of the major issues is educational unemployment. Therefore, entrepreneurship plays a significant role in these conditions to address this issue.

### **1.3 OBJECTIVE OF THE STUDY**

- To identify students interested in Entrepreneurship
- To identify the various perceived obstacles that students have while choosing entrepreneurship as a career
- To identify awareness of students regarding various government initiatives.
- To make acceptable recommendations for promoting students Entrepreneurship.

### **1.4 HYPOTHESIS**

#### Hypothesis 1

H0: There is no significant relationship between Students attitude and determining factor and students' attitude towards Entrepreneurship.

H1: There is a significant relationship between Students attitude and determining factor and students' attitude towards Entrepreneurship.

#### Hypothesis 2

H0: there is no significant relationship between Students attitude towards obstacles and Students' attitude towards Entrepreneurship.

H1: There is a significant relationship between Students attitude towards obstacles and Students' attitude towards Entrepreneurship.

Hypothesis 3

H0: there is no significant relationship between obstacles faced by students to become an entrepreneur and Students' attitude towards Entrepreneurship.

H1: There is a significant relationship between obstacles faced by students to become an entrepreneur and Students

## **1.5 SIGNIFICANCE OF THE STUDY**

This study contributes to the development of a nation by helping to strengthen entrepreneurship programmes. It also aids in the creation of pro entrepreneurship policies and a society that values entrepreneurship. The purpose of the current study is to ascertain college students attitudes regarding entrepreneurship. Entrepreneurship is the ability to innovate, take risk, predict future possibilities and have the confidence and skills to deal with unforeseen circumstances and unfavorable situations. Due to their education, college students can recognize business opportunities and turn them into successful companies. Investigating the pupils entrepreneurial attitudes and intentions is crucial to advance them. People are either compelled or intentionally entering their own businesses in the current competitive environment. because despite their skills, they are unemployed. They are unable to create money and find personal fulfilment in this way. Profitable company initiatives are something else that people are drawn to. There are many chances in society that rivals do not take advantage of. Those who want to take chances get rewarded more. One might increase their earnings by starting a company endeavor and offering more new concepts and have the ability to distinguish themselves from others so that they can gain respect society.

## **1.6 RESEARCH METHODOLOGY**

This study is descriptive in nature by using primary and secondary data. Primary data were collected from 100 students in Ernakulam district by using structured questionnaire. Samples were selected by using convenient sampling method. Primary as well as secondary data were used in the study. Primary data have been collected from individuals and we'll structured questionnaire was designed for an interview covering all the aspects of entrepreneurship. For secondary data information are collected from books, journals, magazines, websites etc.

### **Research design**

The nature of this study is descriptive. It comprises many types of survey and fact - finding investigations. Studying students' attitudes toward entrepreneurship is the main goal.

### **Tools for the study**

- Likert scale
- Rank analysis
- ANOVA test
- Simple regression analysis
- Bar chart
- Pie chart
- Standard deviation

### **Period of study**

The project was conducted for a period during December 2021 – September 2022

### **Sample size**

Number of samples in the study is limited up to 100 respondents

## **1.8 LIMITATIONS OF THE STUDY**

1. Project is based on the personal opinion of the respondent
2. The study is restricted to Cochin city
3. This study is limited to small sample size so the generalization of the result of the study is difficult.

## **1.9 CHAPTERISATION**

### **CHAPTER 1: INTRODUCTION**

This chapter deals with a brief introduction in topic, significant, scope of the study, statement of the problem, methodology and objectives of the study. It also contains the limitation and the chaptalization of the study.

### **CHAPTER 2: REVIEW OF LITERATURE**

The second chapter include the Review of literature. It includes some studies already done by researchers on related topic.

### **CHAPTER 3: THEORETICAL FRAMEWORK**

It shows the theoretical work related to this study.

### **CHAPTER 4: DATA ANALYSIS AND INTERPRETATION**

It contains the analysis of data collected and its diagrammatic representation with the interpretation.

### **CHAPTER 5: FINDING, SUGGESTIONS AND CONCLUSION**

The fifth chapter deals with the results and findings of the data, suggestions and conclusions made on the basis of study.

## **2.1 REVIEW OF LITERATURE**

### **Nicole E Peterman, Jessie Kennedy– 2003**

This research examines the effect of participation in an enterprise education program on perception of the desirability and feasibility of starting a business. Changes in perception of a sample of secondary school students enrolled in the young Achievement Australia (YAA) enterprise program are analyzed using a pre- test control group research design. After completing the enterprise program, participants reported significantly higher perceptions of both desirability and feasibility. The degree of change in perceptions is related to the positiveness of prior experience and to the positiveness of the experience in the enterprise education program. Self-efficiency theory is used to explain the impact of the program. Overall, the study provides empirical evidence to support including exposure to entrepreneurship education as an additional exposure variable in the entrepreneurial intention's models.

### **Hianchyekoh - 1996**

Investigates if entrepreneurial inclination is significantly associated with the following psychological characteristics: need for achievement, locus of control, propensity to take risk, tolerance of ambiguity, self-confidence and innovativeness. A self- administered, fixed-alternative questionnaire is administered to 100 MBA student in Hong Kong, yielding a usable response rate of 54 percentage. T- test result and logit analysis indicate that those who are not entrepreneurially inclined. The logit model has an overall hold out accuracy rate of 87.4 percentage. Although not statistically significant, descriptive statistics that the entrepreneurially inclined also possess a higher need for achievement, greater (internal) locus of control and more self-confidence.

### **Sivapalan Achuthan, Sivarajah Kandajya – 2013**

Purpose of this study is to formulate the unique model to the entrepreneurial intention among undergraduates. We renewed the existing studies in the field of

entrepreneurial intention in the Asia, Europe, Africa and cross cultural prospective. Based on the review of literature in the entrepreneurial intention, we have formulated the unique model as entrepreneurial intention for entrepreneurial career. Based on the model creation, the entrepreneurial motivation is recognized as the key fact to enhance the entrepreneurial intention among undergraduates in the globalized level. Meanwhile this model is unique and highly suitable to the Asian perspective. Researchers or scholars in the field of entrepreneurship can utilize this model to predict the influence of the entrepreneurial motivation on the entrepreneurial among undergraduates.

**Saeed s – 2015**

Join had hypothesized that the support of perceived education, concept development, shaped students' entrepreneurial self-efficacy. The findings displayed that perceived educational support employed the maximum influence on entrepreneurial self-efficiency, trailed by concept development, business development and institutional supports. The findings suggested that holistic perspective provides more meaningful understandings of the role of professed university support in the formation of student's entrepreneurial intention.

**Abir S Al- Harrasi, Eyad B Al- Zadjali, Zahram S Al- Salti-2014**

Entrepreneurship has captured the attention of policy makers educators and researchers in the last few decades. It has been regarded as a main driver for economic growth, development and employment generation in many countries worldwide. However, scholars have not agreed on the key factors that impact entrepreneurial intention. This study attempts, through an extensive literature review, to provide a holistic view and a more comprehensive understanding of the key factors that lead University undergraduate students to become entrepreneurs

**Philip H phan, ponkamwong, Clement k wang-2002**

Extant Studies on entrepreneurial success that focus on the process of resource acquisition and value creation have led to the deeper understanding of the resources



requirements of entrepreneurs but have shed less light on the antecedents to the propensity for entrepreneurial startups. Our study models the characteristics of university students as antecedents to start-up. Background and attitude are hypothesized to predict the propensity for Entrepreneurship while beliefs are hypothesized to moderate the relationship between attitude and propensity to start a new business. Empirical data from a large survey of university students in Singapore provide support for the model.

**Gary Gorman Denis hanlon, wayne king–1997**

Gary Gorman is an associate dean and associate's professor and Dennis Hanlon an assistant professor at the faculty of business administration, Memorial University of new found land, Canada and Wayne king is director of the P.J Gardiner Institute for small business studies as well as an assistant professor at Memorial University of new found land. This paper reviews the literature in the areas of Entrepreneurship education, enterprise education and education for small business management. There review covers the period from 1985 to 1994 inclusive and is limited to mainstream journals that focus on Entrepreneurship and small business. Theoretical and empirical papers are examined from the perspective of content and market focus. The papers also suggest directions for future research.

**Francisco Linan, Alain Fayolle – 2015**

Entrepreneurial intention is a rapidly evolving field of research. A growing number of studies use entrepreneurial intention as a powerful theoretical framework. However, a substantial part of this research lacks systematization and categorization, and there seems to be a tendency to start a new with every study. Therefore, there is a need to take stock of current knowledge in this field. In this sense, this paper carries out review of literature, on entrepreneurial intention. A total of 409 papers addressing entrepreneurial intention, published between 2004 and 2013(inclusive), have been analyzed. Despite the large number of publications and their diversity, the present study identifies five main research areas. A number of research gaps are singled out with in each of these areas of specialization, in order to introduce new

ways and perspective in the entrepreneurial intention field of research that may be fruitful in filling these gaps.

#### **Hamouda and Ledwith-2016**

It investigated how a specific multidisciplinary Entrepreneurship programme affected the student attitude and intention development. They choose a group of 20 pupils, 17 of whom were male and 3 were female. A questionnaire was designed to investigate the way in which students feel about Entrepreneurship. The study found that participants generally have a positive attitude to their perception of their own entrepreneurial skills and characteristics. Five factors were started to analyses the current position of the entrepreneurs. According to this study individuals typically have favorable outlook regarding how they see own their entrepreneurial abilities and traits.

#### **Abhirami and kumar – 2014**

This study to look at college students' awareness of Entrepreneurship. This study of goals included determining of student's degree of awareness, examing the variables impacting students' attitude towards entrepreneurship. Chi square calculation approach applied to data analysis. According to the report most male students has optimistic attitudes. Entrepreneurship orientation compared to female pupils. The research also revealed that pupils have difficulty with the monetary elements of Entrepreneurship. Researchers recommended that bank offer finance for students to launch new business and the government should give women technical skills.

#### **Nandamuri- 2016**

In order to examine the influence of family occupation on the entrepreneurial management skills of graduating adolescent, Nandamuri-2016 conducted a study. The study mentioned above was purely descriptive. 125 men and 75 women out of 200 students were included in the sample. A time table was provided in the sample. Entrepreneurial management skills was used as a dependent variable and an independent variable. The researchers did post hoc analysis to examine the data. The

findings indicate that respondents belong to entrepreneurial families, they strongly preferred aspects of autonomy, risk taking and drive and vigour, while the sample of households with employee's family members demonstrate

#### **Shaik Karim and E. Lokandha Reddy- 2014**

According to the study in Andhra Pradesh by Shaik Karim and E. LokandhaReddy, there is a positive perception of the entrepreneur'. Who is ranked third among all profession. In this study the student's attitudes were measured using many variables, including their perception of desirability, feasibility the image of an entrepreneurs and it's intentions. This study discovered the students believe it is more difficult to start a new business today.

#### **DR. Mohsin Shaikh - 2012**

According to this study Dr. Mohsin Shaikh– 2012, students educational background has an impact on their desire to start their own business. He also acknowledges the factors such as age, autonomy, independence, self-efficiency and ownership have a stronger impact on the intention to start a new business. Another conclusion is that the level of entrepreneurial activity increases the likelihood of doing so declines.

#### **Muhammad Zaman– 2013**

This study is conducted research on the psychological aspects of Entrepreneurship. The study is primary goal is to expand University based entrepreneurial education through entrepreneurial courses and as main subjects please as well. The t- test findings revealed that students who have entrepreneurially inclined are creative and highly driven. There prepared to be daring.

#### **IhieandBagheri– 2011**

This study is to investigate the entrepreneurial attitude orientation and entrepreneurial self-efficiency. Students were chosen from program in the business, technical and vocational education. Different methods and data collection and analysis tools such as mean correlation, surveys and Cronbach's Alpha were used.

The study findings demonstrate that students in technical and vocational areas have a positive outlook towards self-employment. A researcher proposed that training and education in Entrepreneurship. Supplied by the school students to the efforts of increase the potential for entrepreneurship among the next generation.

**Fasla N.P -2017**

In his research conducted by students attitudes towards Entrepreneurship and investigate the various types of obstacles that students encounter when choosing Entrepreneurship as a career. It looks for government regulation forencing kind to pursue Entrepreneurship and suggesting appropriate steps to encourage pupils to pursue their own business. According to the report a substantial portion of students are drawn to the topic. Students Entrepreneurship has the availability of labor and money, government policy, corruption and society all have an impact on how new business are created. Additionally, research indicates that the government and relevant authorities adopt corrective steps to address these.

**Erich j- 2013**

In this study investigates the critical variables affecting students intention to launch new business. He looked into how a person's attitude about the self-employment in general and in particular affected their decision to pursue entrepreneurial careers. This study included 1326 students from its sample. The most useful indicator of students entrepreneurial desire was their attitude towards Entrepreneurship. The student's desire to starting their own business was also strongly and significantly influenced by their attitude towards money. The university initiative to support the desire to start a business result in a greater willingness to do so.

**S.Prakashan,s. Arun Kumar – 2018**

This research is attempting to examine how a person's entrepreneurial different from others attitude. The investigation indicated the general attitude of the students. Positive attitude towards Entrepreneurships is influenced by it. The scientist's recommended that educational institutions should inspire pupils to think about to

have greater flexibility, people will engage in Entrepreneurship and start their own business. Both personally and within their families

### **3.1 THEORETICAL FRAMEWORK**

The ability to create, plan, and manage a business enterprise in order to turn a profit is known as entrepreneurship. It is the course of action taken by an entrepreneur, a person who is constantly seeking for new things, and who converts those ideas into lucrative opportunities by embracing the risks and enterprise-wide uncertainty and risk. Entrepreneurship is the result of adding enterprise to an entrepreneur. Entrepreneurship is linked to land, labor, natural resources, and capital gain. They stand to gain. An entrepreneur has the capacity and motivation to launch, run, and prosper. A startup venture entitles you to profit along with risk. The majority of universities encourage entrepreneurship. It is the duty of universities to educate students about the value of entrepreneurship. It aids in enhancing their abilities and mindset. Through the creation of jobs, entrepreneurship boosts economic efficiency and raises the standard of living. Entrepreneurship acts as a social justice agent. Education about entrepreneurship has increased in the majority of countries. The significant growth during this time has been seen as widespread government belief in benefits. Students from all socioeconomic levels benefit from entrepreneurship education since it trains them to think creatively and cultivate innovative ideas skill and talent. It is now a subject taught in schools. a business's intention to direct person's focus on a particular object. Examining the important elements affecting students' intentions to launch a new business is the primary goal of this study. The student is more likely to start a new business after taking an entrepreneurial course. Education in entrepreneurship is evolving. Higher education institutions began providing formally structured entrepreneurial education, incorporating it as one of the business and other course requirements, and setting up seminars and training sessions for students. Entrepreneurship is crucial for productivity and economic progress and social progress. Entrepreneurship is the drive and desire of an individual to take risks and profit in order to raise their standard of living. A nation's economic development depends on entrepreneurship since it creates employment opportunities.

The larger academic institutions of higher learning are organizing student training and seminars as formal education in entrepreneurship education has begun to be offered. This subject has also been added to the list of subjects taught in business and other sources. Business development is essential for economic growth, higher output, and societal advancement. Business ownership is the individual's desire to take on risk and gain profit in order to raise the bar of entrepreneurship's existence since it opens up job opportunities for a nation's economic development.

### **3.2 The Entrepreneurship development in India:**

The term "process of increasing entrepreneurial skills and knowledge through structured training and institution-building programmes" (ED) is used to describe this process. It primarily tries to increase the number of entrepreneurs to speed up the rate at which new businesses are created businesses are founded. This hastens the creation of jobs and economic growth. The goal of entrepreneurship development is to support those who want to launch or grow their own businesses. On the other hand, small and medium enterprise (SME) development likewise focuses on developing the business, regardless of whether it employs or is run by people who can be regarded as entrepreneurial. Additionally, entrepreneurship development places more of an emphasis on growth. SMEs develop with more potential and creativity than this. The development of entrepreneurship is influenced by the economic system in place. The economic system is determined by the current sociopolitical structure and the Government's current economic policy. The growth of entrepreneurship is mostly a result of such economic structure. The growth of entrepreneurship serves as a springboard for changes in the economy's structure and in economic reforms as well. Since each country has a unique economic structure, so does the process of entrepreneurial development. All developing nations, including India, have been shown to lack a mixed economic system. In this arrangement, the government and private entrepreneurs each have an equal say in how much business is done.

### **3.3 Entrepreneurship Development Process**

Every procedure for becoming an entrepreneur includes a number of steps. Here are the essential elements to creating a successful development programme to assist people.

- **Learn about the Business**

Learn about the business is the entrepreneurship's beginning procedure. Once a person has come up with a business idea, he or she must then assess and pinpoint the potential opportunities. As a result, he or she needs to know more about the company and its clients. An entrepreneur must speak with his or her staff, the marketing team, the product designing team, etc. to find pertinent information. Consumer surveys frequently turn up additional information in addition to this. They are useful people to find out more about their company concepts.

- **Thorough Evaluation**

Entrepreneurs must carefully assess a company concept or opportunity before taking action. It is regarded as being among the most important steps in the entrepreneurial development process.

- **Business Plan**

To take full advantage of the opportunity, an entrepreneur must first identify it and gather data about it before developing a thorough business plan. It is one of the critical phases in the growth of an entrepreneur. Such a strategy serves as the foundation for a venture as well as the standard.

- **Finding Resources**

Finding sources of funding and human resources is the next step in the development and administration of an entrepreneurial venture after the entire business plan is complete. Entrepreneurs can locate investors for their business venture here. Additionally, hires people according to their expertise and talents to do many commercial activities. Particularly the marketing staff, as it is currently the most



crucial component for corporate success. Finding the HR professional who will oversee all of the company's human resources requires special care.

- **Framing out the Management Structure**

It is a fundamental idea for the growth of entrepreneurship. This phase comes next on the list after generating money and employing the necessary staff. The organizational hierarchy must be defined by the business owner. As a result, any issue can be solved more easily thanks to this chain of command.

- **Plan the Future**

Entrepreneurs must think about a company's future after it has been launched. Businesspeople decide the next move for the company in this final section of the notes from the entrepreneur development programme. The company's actual data, compared to the expected data, provides a clear indication of how the business is functioning. An entrepreneur decides to invest in expansion if everything is good and on track.

### **3.4 Characteristics of Entrepreneurship**

- **Interests and vision:**

His or her interest and vision are the primary factors for entrepreneurial success. This Interest must also contribute to the expansion of the company or otherwise, the individual will struggle to keep a high degree of work ethic and will likely leave the organization probably fail. This vision must be sufficiently clear for him or her to communicate it to the workforce and investors.

- **Skills:**

Entrepreneurship must have skills and proper vision in order to achieve their goals.

- **Innovation:**

To come up with a fresh Idea that can be turned into a profitable business, it must be really intervention Innovation must be more economical and efficient for a firm to succeed, fresh ideas must be successfully utilized. Enhance its operations and offer new products and services boost its effectiveness and it boosts its financial success goal.

- **Ability to take risk:**

Being an entrepreneur requires guts, the ability to access risks, and the willingness to take them. The risk is related to the time and resources we put into our business. Always risky are new concepts, might not always results in profits. Losses may also be required of business owners. Therefore, risk is an essential component of Entrepreneurship.

- **Improve standard of living:**

By boosting income, entrepreneurships raise a person's level of living. It denotes a growth in a household's consumption of goods and services over a specific time frame.

- **Profit potential:**

The likelihood of an amount of return or recompense to the entrepreneurs for taking on the risk of turning an idea into a real commercial venture is known as profit potential. Entrepreneurial operations cannot continue without a profit incentive.

### **3.5 Qualities of a successful entrepreneur**

- **Successful entrepreneurs are ambitious:**

People are driven by ambitious to succeed as entrepreneurs. They actively seek out issues and are driven to address them.

- **Successful entrepreneurs are hard workers:**

Successful business people put in a lot of effort, there are not the lazy people. Their main motivation is to accomplish their objectives and expand their business. They constantly plan things.

- **Successful entrepreneurs are leaders:**

An entrepreneurs need to be a leader. They are adept at controlling both their professional skills and personal skills in all areas. They possess the capacity to make wise decisions. They are skills, communications and give advice to others.

- **Successful entrepreneurs are disciplines**

Their primary attention is on their work in business. Before they accomplish their aims, they remove all of the obstacles in their way. They put their attention on the daily operations of their business without neglecting their long-term objective. Every day they take deliberate action to get closer to their objectives.

- **Man of vision:**

Entrepreneur must be a man of vision. Vision is something more than simply dreaming.

- **Successful entrepreneurs are problem solvers:**

When obstacles arise, an entrepreneur does not lose hope. To tackle issues of any size, he must demonstrate a strong sense of determination. He must be adept at solving issues.

### **3.6 Types of Entrepreneurs**

#### **A. On the basis of type of business**

- **Business entrepreneur**

He is a person who comes up with a business idea and then create a company to implement that Idea.

- **Trading entrepreneur**

He runs his own business and engaged in trading, or the buying and selling of manufactured items. He doesn't engage in any production activities.

- **Industrial entrepreneur**

He is the business man who carried out manufacturing Risk.

- **Corporate entrepreneur**

Someone who exhibit his inventive management abilities corporate organizing and initiatives.

- **Agriculture entrepreneur**

They are business people who engaged in agriculture endeavors.

## **B. On the basis of use of technology**

- **Technical entrepreneur**

Technical entrepreneurs are extremely task oriented. They are of craftsman type. They concentrate more on production than marketing.

- **Non-technical entrepreneur**

These business people never worry about the technical aspects of the things. They put more emphasis on marketing related issues.

- **Professional entrepreneur**

He is an entrepreneur who launches a company but does not operate it for an extended length of time. He exists the active business and launch a new one.

## **C. On the basis of motivation**

**•Pure entrepreneurs**

He has the faith in their own abilities to succeed in business. They make a lot of effort to show their competence in endeavors.

**•Induced entrepreneur**

He is an entrepreneur who encouraged other to engage in business ventures. It is carried out with the intention of receiving advantages from the government.

**•Motivated entrepreneur**

These business owners are driven by a desire to utilize their technological and professional know how and abilities.

**• Spontaneous entrepreneur**

These business people are driven by a desire for self-employment.

**D.On the basis of stages of development**

**•First generation entrepreneur**

He is the one who founded an industrial facility using his own original, creative concepts and expertise. In essence he is an innovator.

**•Modern entrepreneur**

Modern entrepreneur operates those business as an entrepreneur in accordance with the necessity for contemporary marketing.

**•Classical entrepreneur**

Classical entrepreneur is one who creates self-sustaining business to meet client wants. He doesn't try anything innovation.

**E. Classical by Clarence Danhof**

**•Innovative entrepreneur**

Entrepreneurs who are creative. These business people are creative. They exhibit a strong propensity for taking risk. They typically behave aggressively when exploration and deftly incorporating the most appealing choices possible practice.

**•Adoptive or imitating entrepreneur**

These business people are preparing to use successful innovation developed by inventive business people. Adoptive or imitating entrepreneur people don't create any innovations change on their own. They merely copy methods and technologies created by someone else.

**•Fabian entrepreneur**

Fabian entrepreneur are conventional in nature. There are in exercise caution. They don't implement novel ideas or cutting-edge techniques invented by other business people. They are timid and slothful. They don't risk taking piques my interest.

**•Drone entrepreneur**

Drone entrepreneurs are individuals that reject opportunities to transform manufacturing and exploit such opportunities themselves. They would not alter their approach to. It has already been released into production. They adhere to convention, production process.

### **3.7 Functions of an entrepreneur**

**•Innovation**

In essence, an entrepreneur as an innovator who works to create new market, products, technologies etc. Innovating could mean trying something new or carried out existing task. A business person exercise creativity ability to innovate and take advantage of market possibilities. He does not value status and is constantly seeking change.

**•Assumption of risk**

An entrepreneur takes risk rather than avoiding them. He always is ready to accept any potential losses resulting from new ventures and initiatives he engages in. This readiness to take chances allow a business person to take the initiative to try new things and go forward with his endeavors.

**•Catalyst to economic development**

A country's economic development must be hastened by entrepreneurs by coming up with a variety of novel uses for utilizing the resources that are available to the fullest.

**•Research**

An entrepreneur only settles on a concept after taking into account a number of choices, evaluating each one's flaws and strength using analytical methodologies, enhancing them using empirical data and evaluating there after determining its applicability, pick the best substitute. At that point, he put his principles into the best use. Hence choice of an idea involves an entrepreneur applying research methodology.

**•Development of management skills**

The works of an entrepreneur require the use of managerial abilities, which he acquires while organizing, hiring, supervising, controlling and harmonizing corporate operations. His leadership abilities are furthered strengthen when he actively participates in creating harmony between his organization and its surroundings. When a business size as it expands, an entrepreneur might hire qualified management for the efficient control over corporate process.

### **3.9 Importance of Entrepreneurship**

Importance of entrepreneurship are;

1. Growth of Entrepreneurship.

2. Creation of job opportunities.
3. Innovation.
4. Impact on community development.
5. The consequence of business failure.
6. Political and economic integration of outsiders.
7. Spawns' entrepreneurship.
8. Enhances the standard of living.
9. Promotes research and development.

### **1. Growth of Entrepreneurship**

Entrepreneurship is the creation of new businesses, especially small businesses, to bring their creative ideas to life. As a result, entrepreneurship makes a specific contribution to the development or establishment of small businesses in every economy in the world. The stats demonstrate that every year, over 500,000 small businesses are founded in the US economy. Our nation is not a case in point in this regard.

### **2. Creation of job opportunities**

An enormous portion of new jobs were created through entrepreneurship businesses. It offers entry-level positions that unskilled workers need for training or experience. The only industry that consistently contributes a significant amount to overall employment is small businesses. Moreover, Entrepreneurial endeavours train and provide skilled employees to significant sector.

### **3. Innovation**

The breeding ground for invention is entrepreneurship. In the current order, innovation leads to disequilibrium. Thus, entrepreneurship fosters innovation by creating new businesses, goods, markets, technologies, and other aspects of the economy that boost Gross Domestic Product.



#### **4. Impact on community development**

A community will benefit more from having a diverse employment base made up of numerous small, entrepreneurial businesses. It encourages a large number of retail establishments, a higher rate of homeownership, fewer slums, better sanitary standards, and increased spending on religious, recreational, and educational pursuits. Thus, entrepreneurship promotes greater stability and a higher standard of living societal life.

#### **5. The consequence of business failure**

The state's growth, the economy's health, and the financial situation of the key people are all virtually completely damaged by the collapse of the huge industry. The incumbents lost their positions, resulting in a recovery crisis for suppliers and financial institutions.

#### **6. Political and economic integration of outsiders**

The best method to include those who feel excluded and alienated in the economy is through entrepreneurship. Minorities, immigrants, and women are safely included in business, which will aid in the development of a plural society with a strong sense of identity.

#### **7.Spawns entrepreneurship**

Entrepreneurship serves as the training ground for novice adventurers. It is the area where a person can begin a venture idea that could grow into a sizable business. Every major industrial project began as a tiny, entrepreneurial business.

#### **8.Enhances the standard of living**

A household's increased consumption of a range of goods and services during a specific time period is the foundation of the idea of standard of living. Therefore, it

depends on whether a variety of products are offered on the market. Entrepreneurship offers a huge variety of opportunities.

### **9.Promotes research and development**

Innovation is at the heart of entrepreneurship, thus new ideas for products and services must be put to the test through trial and error. As a result, entrepreneurship offers funding for R&D with universities and research organisations. This encourages overall growth, economic research and development. Entrepreneurship is the passion for innovation that offers happenings in our society.

### **3.10 Risk involved with Entrepreneurship**

#### **•Financial Risk**

An investor place money in a business with the hope of receiving enticing returns. But it might fail and have a significant financial impact risk.

#### **•Personal Risk**

Starting and running a business are crucial task. Entrepreneurs is expected to devote the majority of his time and effort to fully immerse himself in it. Both his social and family lives are under danger.

#### **•Career Risk**

Everyone is appreciative as long as business is successful but once it if he experiences a loss, he might be pushed to look for alternative job. However, the potential employer questions his effectiveness and might adapt to him. Another career is up for debate.

#### **•Psychological Risk**

An entrepreneur anticipated to experience mental anguish, which will follow him for the rest of his life. He has a good chance of developing blood clots, pressure, develop

heart disease, or is at risk of developing an unclear. Lose once, psychologically he might be hopeless.

### **3.11. Challenges of Entrepreneurship**

#### **•Lack of sufficient infrastructure facilities**

Power, highways, industrial parks and other areas of infrastructure are included. Infrastructure Improvement will lower the cost of transportation and increase the entrepreneur's effectiveness.

#### **•Non availability of capital**

Capital is necessary for mechanizing the process and modernizing the process of business growth, business diversification, to conduct the research and development etc. Massive capital is also as a working capital requirement.

#### **•Great risk**

Business especially when conducted in a developing nation is dangerous or a developing nation poses a greater danger. The specifics of the input costs used may not be consistently and easily accessible, hence the price of figures could be off. The market's size and customer spending are very challenging to estimate the people.

#### **•Non availability of skilled labor**

Lacking access to competent labor. Although there are a lot of people in India, the labor force is not as plentiful as it should be given the size of the country's population. Highly skilled labor, afraid.

#### **•Entrepreneurship subject not given top priority**

Early entrepreneurial endeavors were nothing more than jokes. But now a days the entrepreneurs are revered and recognized yet public without introducing entrepreneurship as a topic, the upcoming generation won't be able to adapt the concept and desire of running his own business. So, by imparting knowledge of

business and entrepreneur is appreciated, a growing number of entrepreneurs may emerge.

- Lengthy and cumbersome procedure to start business**

Lengthy and difficult process to launch a business. Starting a business in India is no longer as difficult as it once was compared to other nations.

- Absence of technical know-how**

It indicates that all knowledge, whether recorded and unrecorded, as well as the understanding of the products technology

### **3.12. Entrepreneurial intent among students**

Students' desire in starting and expanding projects that support and promote the notion of entrepreneurship as a viable option to wage work researchers has recently increased. Second, due to the ensuing, more rigorous reorganization process in organizational global market competition, giant businesses that trial benefits from wage employment have forgotten about the realities of things like job security or rewards for loyalty. Making working for yourself more appealing. The decline in student unemployment has been accompanied by an increase. This essay investigates the intentions and motives of entrepreneurship students that might influence their choice to pursue entrepreneurship. Additionally, this study experimentally explores whether there is a connection between motivation and intention to become an entrepreneur.

### **3.13 Entrepreneurial skills**

A broad spectrum of both soft and hard abilities can be categorized as entrepreneurial skills. Entrepreneurs may take on a wide range of business positions, and as a result, they may also build a wide range of skill sets to support the expansion of their companies and brands.

### **1. Business management skills**

An entrepreneur needs to possess certain qualities in order to manage a firm and make sure all objectives are achieved. Because they have a thorough understanding of each, business owners with this skill set can supervise and manage the activities of several departments. Function. Managing a business requires the ability to multitask, delegate tasks, and making important commercial judgments.

### **2. Communication and active listening skills**

Every business owner needs to be able to communicate clearly with their customers, employees, and other stakeholders. Entrepreneurs need to communicate, whether it be through emails and reports on the project or verbally during meetings. Excellent verbal and written communication. In addition to communication abilities, Entrepreneurs must have exceptional listening skills to comprehend the requirements of the project.

### **3. Risk-taking skills**

Employees with an entrepreneurial attitude never hesitate to take calculated risks because they realize that doing so can lead to enormous success. They are aware of that risk provides an opportunity to learn and advance a business. Employers desire people who are willing to take chances in search of prospective rewards and profit.

### **4. Leadership skills**

Excellent leadership abilities are needed to motivate employees, empower the workforce, and lead from the front. Leaders that provide a good example are capable of both taking the lead and cooperating with others. Entrepreneurs that exhibit leadership qualities inspire them. To accomplish the company objective, oversee operations and assign responsibilities to staff.

### **5. Time management and organizational skills**

Time management that works improves productivity and keeps your workstation tidy. Entrepreneurs with organizational and time management skills are aware of many methods for setting priorities among activities and avoiding procrastination.

#### **6. Technical skills**

Utilizing software and digital technologies allows one to develop technical abilities, which are hard skills. Entrepreneurs need to be proficient with budgeting, planning, and marketing software. Understanding software is helpful for setting a feasible budget, organizing projects, and tracking sales the project's budget.

#### **7. Networking skills**

Building and maintaining relationships with other professionals is part of networking, which is done to advance and market a firm. Strong networking abilities assist create a strong brand and open up new prospects. Entrepreneurs can connect with like-minded individuals through networking, create future teams, and keep up with market developments. One of the most sought-after abilities for business owners is networking because it allows them to connect with experts to funding for their concepts, access to qualified business advice, and feedback on their innovative project or notion.

#### **8. Critical thinking skills**

Entrepreneurial critical thinking involves objectively evaluating the data and coming to a reasoned decision. It assists business owners in analyzing a situation and developing a reasonable solution. This ability aids business owners in making logical connections between concepts, scrutinizing data, assessing claims, spotting contradictions in their work, and resolving challenging problems. Such applicants utilize the facts rather than memorization to arrive to insightful conclusions.

#### **9. Problem-solving skills**

Entrepreneurs frequently deal with difficult and unexpected circumstances. An entrepreneur needs to have strong problem-solving skills to manage everything that comes their way, whether it's a venture capitalist refusing to provide more money or a team member refusing to follow the project's parameters. Quietly find alternatives to challenging situations. Outstanding problem-solving skills guarantee their success in business

### **10.Creative thinking skills**

In the digital age, creativity is a valuable but undervalued skill. The foundation of innovation is creative thinking, which pushes staff members to think outside the box. Innovative businesspeople are never afraid to test solutions that others might ignore due of a fear of failing

### **11.Customer service skills**

Good customer service boosts brand awareness and loyalty. Excellent customer service abilities are necessary for corporate success in every field. Customer service abilities assist business owners in connecting with their potential clients, whether it be through client conversations or funding prospects.

### **12.Financial skills**

Entrepreneurs must possess the skills necessary to manage resources, evaluate investments, and calculate ROI. In addition, they must understand how to use accounting and budgeting tools to monitor all financial activities. By acquiring financial knowledge, Entrepreneurs refrain from overspending and allocate resources efficiently.

## **3.14 Entrepreneurial traits**

### **1. Opportunity Recognition**

New possibilities are continuously presented to us in our life, but the majority of us are typically too fearful or preoccupied to see them. We see them as issues instead. A

successful businessperson can see a problem and the solution possibility of finding a solution.

## **2. Initiative**

But merely recognising opportunities is insufficient. True business owners have the courage to act without hesitation and frequently without any prior experience. Instead, then waiting for someone else to fix a problem they care about, they can independently and pro-actively address it.

## **3. Creativity and Innovations**

It must use our imagination to create a new path when the way to a solution is not clearly defined. Any entrepreneur needs creativity because it enables them to generate novel, unconventional ideas that may prove to be more successful than tried-and-true strategies.

## **4. Flexibility**

One of the most important steps in overcoming the unexpected difficulties that will unavoidably arise on any entrepreneur's path is accepting other points of view and adapting to various circumstances. Entrepreneurs can only adapt to shifting situations and develop resilience to potential setbacks by being adaptable.

## **5. Collaboration and communication**

No businessperson can be successful in a vacuum. A crucial component of the entrepreneurial mind set is the capacity to establish relationships and launch partnerships. Today's youth clearly have an advantage in this regard. Their knowledge of digital technology enables them to take use of a variety of cross-border discussions, ideas, and alliances are formed.

### **3.15 Promoting Entrepreneurship Education**

The goal of entrepreneurship education is to provide students the abilities, drive, and information necessary to inspire entrepreneurial success in a range of contexts.



Developing understanding of an entrepreneur's behaviour and abilities is the major goal of entrepreneurship education. One important issue is education. Schools ought to emphasise that there are other options besides employment after they graduate. It is important to highlight the benefits of becoming an entrepreneur and the aspirations of young businesspeople who must take on the challenges of establishing their own. Business should cease to exist. In order to boost their confidence and demonstrate that it is possible to be a successful entrepreneur even at a young age, those who are still unsure among potential young entrepreneurs should be given righteous models to emulate. The goal of entrepreneurship education is to shift students' behaviour in the desired direction. As a result, the goal of the entrepreneurship course is to alter students' perspectives from looking for employment to creating employment after graduation. As a result, entrepreneurship education combines the development of skills with a mentality change away from job searching and toward employment creation.

### **3.16. Reasons why people become entrepreneur**

Entrepreneurs are the dreamers who are motivated to invest in innovative technologies and goods and to pioneer, lead, develop, and do so. Indians used to solely consider choosing clearly defined job routes. The majority of the time, kids choose careers based on what their parents want them to do in life. The young generation was further encouraged to pursue entrepreneurship after.

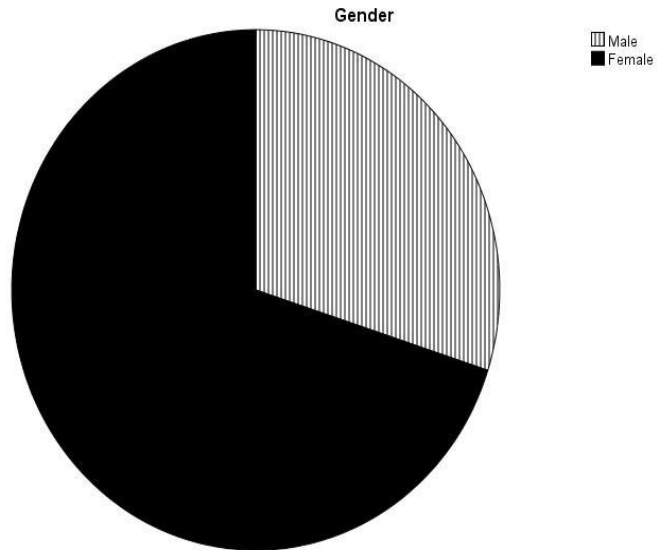
- The willingness to take chances in the altered global environment, where there were uncharted new prospects.
- To create and carry out a plan from the very beginning.
- The desire to prosper monetarily and advance their level of development
- They are free to share their in-depth knowledge and original thoughts.

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## DATA ANALYSIS AND INTERPRETATION

### Gender wise classification of respondents



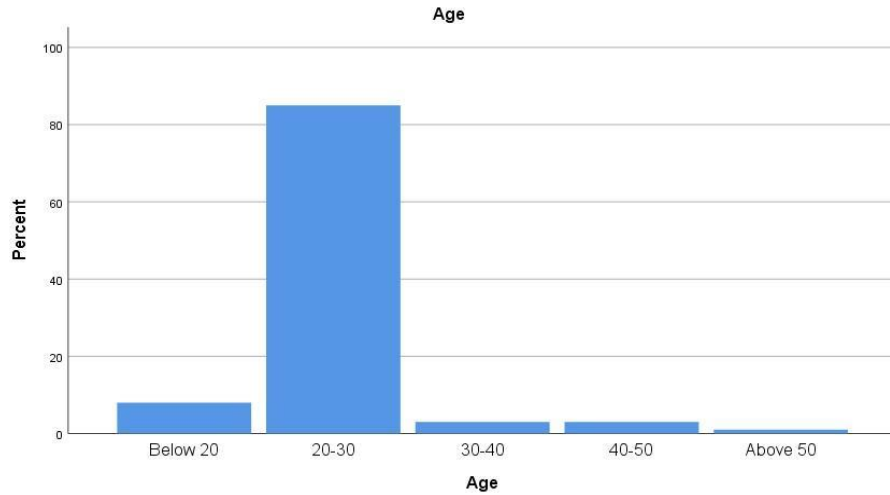
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	30	30.0	30.0	30.0
	Female	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

Table No:4.1

### **Interpretation**

From the above figure and table, it is evident that majority of the respondents (70 percent) belong to female category and 30 percent belong to male category

### Age of the respondents



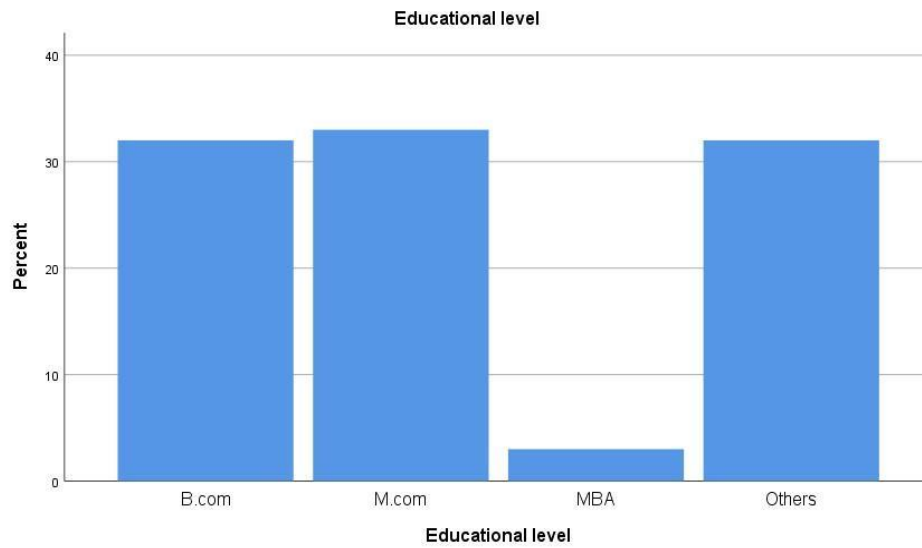
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	8	8.0	8.0	8.0
	20 -30	85	85.0	85.0	93.0
	30- 40	3	3.0	3.0	96.0
	40 -50	3	3.0	3.0	99.0
	Above 50	1	1.0	1.0	100.0
<b>Total</b>		<b>100</b>	<b>100.0</b>	<b>100.0</b>	

Table No:4.2

#### Interpretation

From the above figure and table, it is evident that majority of the respondents (85percent) belong to age category between 20 and 30, 8 percent belong to age category below 20 years. 3 percent belong to the age category between 20 and 30 & 30 and 40 respectively and 1 percent belong to above 50 years category.

### Educational level of the respondents



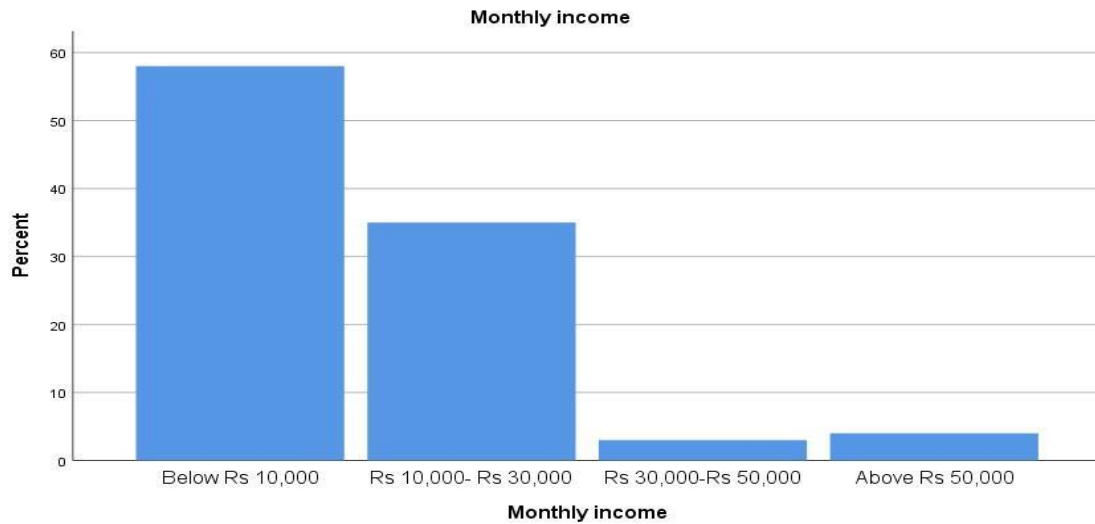
Educational level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B.com	32	32.0	32.0	32.0
	M.com	33	33.0	33.0	65.0
	MBA	3	3.0	3.0	68.0
	Others	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Table No:4.3

#### **Interpretation**

From the above figure and table, it is evident that 33 percent of the respondents were M.com graduates and other educational levels respectively and 3 percent belong to MBA.

### Monthly income of the respondent



Monthly income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Rs 10,000	58	58.0	58.0	58.0
	Rs 10,000 -Rs 30,000	35	35.0	35.0	93.0
	Rs 30,000 -Rs 50,000	3	3.0	3.0	96.0
	Above Rs 50,000	4	4.0	4.0	100.0
<b>Total</b>		<b>100</b>	<b>100.0</b>	<b>100.0</b>	

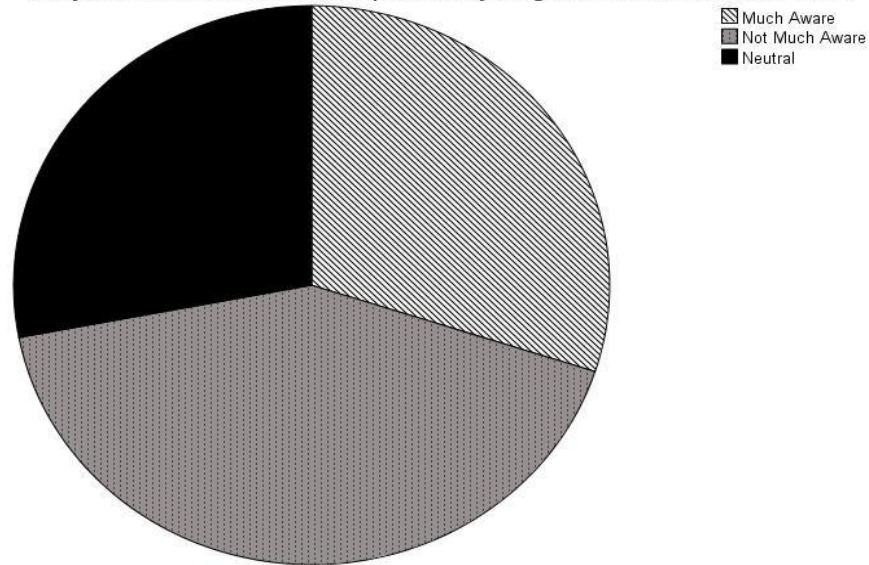
Table No: 4.4

#### **Interpretation**

From the above figure and table, it is evident that 58 percent of respondents belong to the age category of below Rs 10,000, 35 percent belong to the age category between Rs 10,000 and Rs 30,000, 4 percent belong to the age category of above Rs 50,000 and 3 percent belong to the age between Rs 30,000 and Rs 50,000

Are you aware of the concessions provided by the government to start a business

Are you aware of the concessions provided by the government to start a business ?



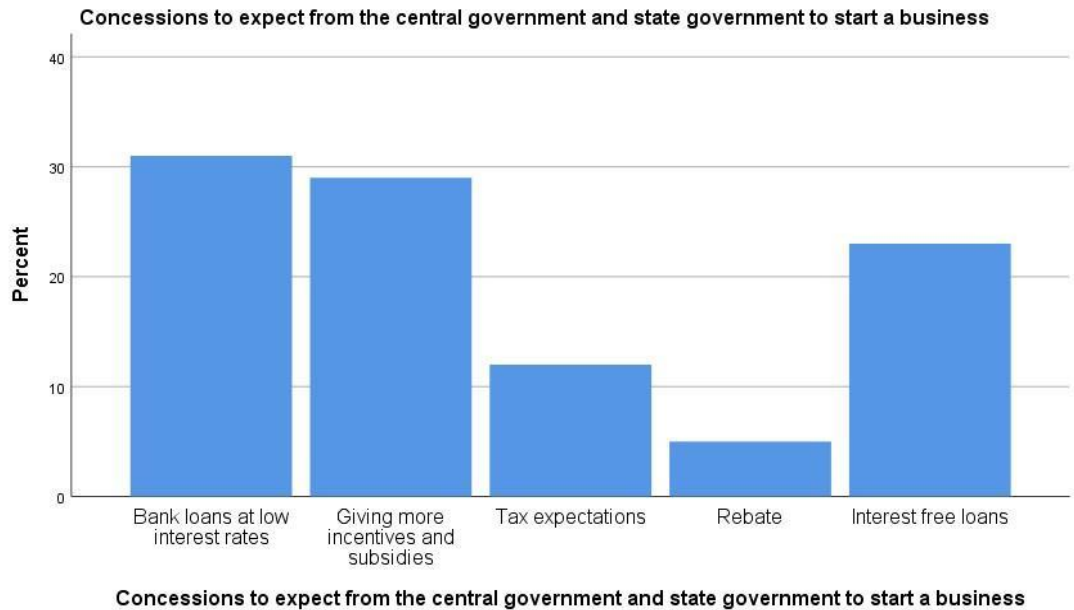
Are you aware of the concessions provided by the government to start a business					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much Aware	30	30.0	30.0	30.0
	Not Much Aware	42	42.0	42.0	72.0
	Neutral	28	28.0	28.0	100.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100.0</b>	

Table No:4.5

**Interpretation**

From the above figure and table, it is evident that 42 percent of the respondents are not aware about the concessions provided by the government to start a business, 30 percent of the respondents are much aware of the concessions provided by the government to start a business and 28 percent have a neutral opinion

Concessions to expect from the central government and state government  
to start a  
business



<b>Concessions to expect from the central government and state government to start a business</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bank loans at low interest rates	31	31.0	31.0	31.0
	Giving more incentives and subsidies	29	29.0	29.0	60.0
	Tax expectations	12	12.0	12.0	72.0
	Rebate	5	5.0	5.0	77.0
	Interest free loans	23	23.0	23.0	100.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100.0</b>	

Table No :4.6

**Interpretation**

From the above figure and table, 31 percent expect Bank loans at low interest rates, 29 percent expect to provide incentives and subsidies, 23 percent expect interest free loans, 12 percent have tax expectations and 5 percent expect rebate.



**Descriptive Statistics**

	N	Mean	Std. Deviation
DF1	100	2.00	.995
DF2	100	2.13	1.041
FSE1	100	2.00	1.015
FSE2	100	2.00	1.073
FSE3	100	1.99	1.000
FSE4	100	2.20	1.137
FSE5	100	2.20	1.172
SAE1	100	2.14	1.146
SAE2	100	2.17	.911
SAE3	100	2.07	.946
SAE4	100	2.23	.952
SAE5	100	2.24	1.129
SAE6	100	2.14	1.092
OSE1	100	2.08	1.032
OSE2	100	2.50	1.068
OSE3	100	2.30	1.168
OSE4	100	2.13	1.089
OSE5	100	2.35	1.226
Valid N (listwise)	100		

DF- Students attitude and determining factor, SAE – Students attitude towards Entrepreneurship,

OSE Students attitude towards obstacles

**Interpretation**

A descriptive analysis for each construct has been provided. The sample size, mean and SD have been provided in the above table.

### Hypothesis 1

H<sub>0</sub>: There is no significant relationship between Students attitude and determining factor and Students' attitude towards Entrepreneurship.

H<sub>1</sub>: There is a significant relationship between Students attitude and determining factor and Students' attitude towards Entrepreneurship.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.323 <sup>a</sup>	.104	.095	.74257
a. Predictors: (Constant), DF				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.274	1	6.274	11.378	.001 <sup>b</sup>
	Residual	54.038	98	.551		
	Total	60.312	99			
a. Dependent Variable: FSE						
b. Predictors: (Constant), DF						

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.406	.212		6.619	.000
	DF	.325	.096	.323	3.373	.001

a. Dependent Variable: FSE

### Interpretation

- A simple linear regression was calculated to analyse the relationship between Students attitude and determining factor and Students' attitude towards Entrepreneurship. A significant regression equation was found ( $F(1,98) = 11.378$ ,  $p < .001$ ), with an  $R^2$  of 0.104. The predictor was found to be significant ( $B = 0.323$ ,  $p < .001$ ). The model explained approximately 10.4 % of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

## Hypothesis 2

H<sub>0</sub>: there is no significant relationship between Students attitude towards obstacles and Students' attitude towards Entrepreneurship.

H<sub>1</sub>: There is a significant relationship between Students attitude towards obstacles and Students' attitude towards Entrepreneurship.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.424 <sup>a</sup>	.180	.172	.71039

a. Predictors: (Constant), SAE

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.856	1	10.856	21.511	.000 <sup>b</sup>
	Residual	49.456	98	.505		
	Total	60.312	99			

a. Dependent Variable: FSE  
b. Predictors: (Constant), SAE

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.143	.214		5.351	.000
	SAE	.432	.093	.424	4.638	.000

a. Dependent Variable: FSE

### **Interpretation**

A simple linear regression was calculated to analyse the relationship between Students attitude towards obstacles and Students' attitude towards Entrepreneurship. A significant regression equation was found ( $F(1,98) = 21.511, p < .001$ ), with an  $R^2$  of 0.180. The predictor was found to be significant ( $B = 0.424, p < .001$ ). The model explained approximately 18% of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

### Hypothesis 3

H<sub>0</sub>: there is no significant relationship between obstacles faced by students to become an entrepreneur and Students' attitude towards Entrepreneurship.

H<sub>1</sub>: There is a significant relationship between obstacles faced by students to become an entrepreneur and Students

'Attitude towards Entrepreneurship.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.386 <sup>a</sup>	.149	.140	.72381
a. Predictors: (Constant), OSE				

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.969	1	8.969	17.119	.000 <sup>b</sup>
	Residual	51.343	98	.524		
	Total	60.312	99			
a. Dependent Variable: FSE						
b. Predictors: (Constant), OSE						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.239	.215		5.751	.000
	OSE	.369	.089	.386	4.138	.000
a. Dependent Variable: FSE						

### **Interpretation**

A simple linear regression was calculated to analyze the relationship between obstacles faced by students to become an entrepreneur and Students' attitude towards Entrepreneurship. A significant regression equation was found ( $F(1,98) = 17.119$ ,  $p < .001$ ), with an  $R^2$  of 0.149. The predictor was found to be significant ( $B = 0.386$ ,  $p < .001$ ). The model explained approximately 14.9% of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

## FINDINGS

- The majority of the respondent 70% are female and 30% of respondents are male.
- Majority of the respondents (85percent) belong to age category between 20 and 30, 8 percent belong to age category below 20 years. 3 percent belong to the age category between 20 and 30 & 30 and 40 respectively and 1 percent belong to above 50 years category.
- Majority 33 percent of the respondents were M.com graduates and other educational levels respectively and 3 percent belong to MBA.
- About58 percent of respondents belong to the age category of below Rs 10,000, 35 percent belong to the age category between Rs 10,000 and Rs 30,000, 4 percent belong to the age category of above Rs 50,000 and 3 percent belong to the age between Rs 30,000 and Rs 50,000.
- Majority 42 percent of the respondents are not aware about the concessions provided by the government to start a business, 30 percent of the respondents are much aware of the concessions provided by the government to start a business and 28 percent have a neutral opinion.
- Majority 31 percent expect Bank loans at low interest rates, 29 percent expect to provide incentives and subsidies, 23 percent expect interest free loans, 12 percent have tax expectations and 5 percent expect rebate
- A simple linear regression was calculated to analyse the relationship between Students attitude and determining factor and Students' attitude towards Entrepreneurship
- There is a significant relationship between Students attitude and determining factor and Students' attitude towards Entrepreneurship.
- There is a significant relationship between Students attitude towards obstacles and Students' attitude towards Entrepreneurship
- There is a significant relationship between obstacles faced by students to become an entrepreneur and Students' attitude towards Entrepreneurship.



## **SUGGESTION**

- Some survey participants were unaware of the commercial prospects. The central and state governments, as well as other institutions, run numerous entrepreneurship training and development programmes. Therefore, it will be good if students to enroll in these business development programmes.
- Many loans are made available to the federal and state governments with subsidies. Therefore, it will be beneficial if they make use of the government's financial aid programmes.
- For the first seven years, new startup business concerns are exempt from paying taxes. However, take full use of this chance.
- The current administration has implemented a number of programmes for women's empowerment, like Standup India and certain subsidized loans, therefore at the federal level advise them to take advantage of this type of programme made public by the federal and state governments.
- In order to encourage students to launch new businesses, it is preferable to give them the right information on entrepreneurship
- In this aim, seminars and other awareness-raising activities should be held in schools and institutions.
- It is preferable to give pupils current information on entrepreneurship. Offer a free workshop where the students can work independently.
- It is preferable to give kids the necessary training so they can work as entrepreneurs with efficiency.

## **Conclusion**

According to this study's findings, the majority of students are enthusiastic about pursuing entrepreneurial careers in the future. The majority of kids in the Ernakulam area were found to be interested in pursuing entrepreneurial careers in the future. they anticipated receiving a lot of support and aid from the federal and state

governments, such as tax exemptions, tax reductions, and subsidy loans lenient guidelines, rules, etc. Another finding from the survey was that most students only had a moderate understanding of corporation law, tax law, and business law at the same time. The respondent would like to speak on their recent business ventures in a variety of industries, operations. In addition to starting their own businesses, the majority of respondents said they would like to start their businesses in the trading and service sectors. According to this study's findings, the majority of respondents believe they are moderately facing a lot of barriers and difficulties to start a new business. A lot of factors, such as family qualifications, friends and relatives, and economic factors, can also influence this opinion the respondent's state of health. We can see from this that the majority of students would like to launch a business with a bank loan's assistance. Examining the results of the empirical study reveals a number of fascinating and stimulating facts about students' entrepreneurial intentions. The majority of the students were found to be eager to pursue entrepreneurial careers. The educational backgrounds of the students have an effect on whether they intend to launch their own company. There was one disturbing revelation from the Studies show that as education levels rise, there is a greater chance of entering new sectors, whereas entrepreneurship levels are declining. when there are more male students Compared to female students, entrepreneurs are more likely to start their business. All of them make good places to start a business because there are no restrictions on how much money we can make, we are in charge, etc. The institute is crucial in encouraging entrepreneurship and helping people develop their ideas

## QUESTIONNAIRE

**Dear Sir/Madam,**

I am the students of Department of Commerce (Regular), St. Teresa's College, Ernakulam.

As a part of project for the academic year 2020 - 22, we intend to have a study on "students attitude towards Entrepreneurship with special reference in Ernakulam District".

We request you to be kind enough to fill up the questionnaire so as to enable us to obtain information about the influence of OTT platform

### **Personal information**

1.	Name				
2.	Place of respondents				
3.	Gender	Male	Female		
4.	Age				
5.	Educational level	B com	Mcom	BBA	Others
6.	Monthly income	Below 10000	Between 10000 - 30000	Between 30000 - 50000	Above 50000

### **Students Entrepreneurship attitude and determining factor**

1. Very much interested.
2. Interested.
3. Neutral.
4. Very much uninterested.
5. Uninterested

Sl.no	Aspects	1	2	3	4	5
7.	How interested are you in starting your own business, after your course?					
8.	Do you get enough encouragement from your institute to pursue your own ideas in Entrepreneurship?					

**Factors that attract the student's attitudes towards Entrepreneurship**

1. Strongly agree. 2. Agree. 3. Strongly disagree. 4. Disagree 5. Neutral

Sl.no	Aspects	1	2	3	4	5
9.	There is no limit to what you can earn in business					
10.	I would rather be my own boss rather than work for someone else					
11.	Entrepreneurship can be considered as a career option in today's globalised world					
12.	It is more important to do a job well than try to please people					
13.	Entrepreneurship is a rewarding career					

**Students attitude towards the obstacles to start a new business is**

1. Strongly agree 2. Agree. 3. Strongly disagree. 4. Disagree. 5. Neutral

Sl.no	Aspects	1	2	3	4	5
14.	The potential for failure in entrepreneurships					
15.	Financial instability associated with entrepreneurships					
16.	The high cost of a financial firm					
17.	Current economic climate					
18.	Potential loss of job stability					
19.	Lack of business management and practical skills.					

**Obstacles faced by students to become an Entrepreneurship**

1. Strongly agree. 2. Agree. 3. Strongly disagree. 4. Disagree. 5. Neutral

Sl.no	Aspects	1	2	3	4	5
20	Venturing into Entrepreneurship is a risky business					
21	Those who cannot get a decent job venture into the Entrepreneurships					

22.	It is difficult to get finance or loans to start a new venture					
23.	Lack of finance is one of the main reasons why many students don't start a business or firm.					
24.	You cannot start a business if you do not have a knowledge of products or services					

25. Are you aware of the concessions provided by the government to start a business?

A). Much Aware

B). Not much aware

C) Neutral

26.. Concessions to expect from the central government and state government to Start a business?

A) Bank loans at low interest rates

B). Giving more incentives and subsidies

C). Tax expectations

D). Rebate

E). Interest free loans

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