

A study on
THE ATTITUDE OF STUDENTS TOWARDS ENTREPRENEURSHIP WITH
REFERENCE TO ERNAKULAM CITY

Project Report

Submitted by

SHINU JAZ N.S: (SB21BCOM051)

SAYANA DIYA V.A: (SB21BCOM050)

NARZIA K.N: (SB21BCOM014)

Under the guidance of

Ms. NIMA DOMINIC

In partial fulfillment of the requirement for the Degree of

BACHELOR OF COMMERCE



ST. TERESA'S COLLEGE ESTD 1925

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited with A++ Grade

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March-2024

ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)
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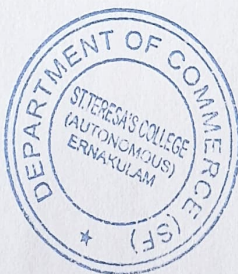
This is to certify that the project titled "A STUDY ON THE ATTITUDE OF STUDENTS TOWARDS ENTREPRENEURSHIP WITH REFERENCE TO ERNAKULAM CITY" submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms. Shinu Jaz N.S, Ms. Sayana Diya V.A, Ms. Narzia K.N**, under my supervision and guidance during the academic year 2021-24.

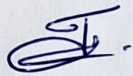
Project Guide


Ms. NIMA DOMINIC

Assistant Professor

Department of Commerce (SF)




Smt. Jini Justin D' Costa

(Head of the Department)

Department of Commerce (SF)

Viva Voce Examination held on....
Examiner(s)


External

DECLARATION

We Ms. Shinu Jaz N.S, Ms. Sayana Diya V.A, Ms. Narzia K.N, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled A STUDY ON THE ATTITUDE OF STUDENTS TOWARDS ENTREPRENEURSHIP WITH REFERENCE TO ERNAKULAM CITY submitted to Mahatma Gandhi University is a Bonafede record of the work done under the supervision and guidance of Ms. Nima Dominic, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.



SHINU JAZ N.S

PLACE: ERNAKULAM

SAYANA DIYA V.A

DATE: 24/04/2024

NARZIA K.N

ACKNOWLEDGEMENT

First of all, we are grateful to God Almighty for his blessings showered upon us for the successful completion of our project.

It is our privilege to place a word of gratitude to all persons who have helped us in the successful completion of the project.

We are grateful to our guide **Ms. Nima Dominic**, Department of Commerce (SF) of St. Teresa's College (Autonomous), Ernakulam for her valuable guidance and encouragement for completing this work.

We would like to acknowledge **Dr. Alphonsa Vijaya Joseph**, Principal of St. Teresa's College (Autonomous), Ernakulam for providing necessary encouragement and infrastructure facilities needed for us.

We would like to thank **Smt. Jini Justin D'Costa**, Head of the Department, for her assistance and support throughout the course of this study for the completion of the project.

We will remain always indebted to our family and friends who helped us in the completion of this project.

Last but not the least; we would like to thank the respondents of our questionnaire who gave their precious time from work to answer our questions.

Annexure

Shinu Jaz N.S

Sayana Diya V.A

Narzia K.N

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Shinu Jaz N.S

Sayana Diya V.A

Narzia K.N

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INTRODUCTION

Entrepreneurship is often seen as the process by which a nation can cultivate, motivate and remunerate its population to the greatest possible extent. It has the potential to change the lifestyle and working conditions. If cultivated in an accurate manner, it serves to better standard of living, along with better job opportunities, wealth creation through entrepreneurial ventures, thereby contributing to a growing economy. All this is done through the driving force of entrepreneurship, innovation.

In developing countries, the role of entrepreneurship for development is more important than developed countries as far as the creation of self-employment opportunities and reduction of unemployment situations are concerned. Currently, the rate of unemployment among high schools and university graduates remains proportionally higher than the rate for less educated workers. Then, providing employment opportunities for all graduates is a crucial issue. One of the ways to solve the problem of unemployment is bringing further graduate entrepreneurship. Graduate entrepreneurship is a process taken by a graduate to start a business in terms of an individual career orientation. The world needs graduates who are innovative, dynamic, smart, daring, efficient, determined, modern, and employable or, in one word, entrepreneurial.

An entrepreneur is a person who sets up his own business by organizing the other factors of production with the intention of making profit. He is the originator of a business enterprise. Entrepreneurs are responsible for taking economic decisions which would benefit not only the entrepreneur himself but also the society. An entrepreneur is not an inventor; he is an innovator. Inventions are undertaken by scientists, making use of invention for commercial purposes is the work of an entrepreneur. Entrepreneur in general is a very dynamic person who is action oriented and highly motivated willing to take risks to achieve his goals. The term entrepreneurship is often used in the place of entrepreneur. But they are conceptually different. The entrepreneur is a business leader, a person who performs several functions. Those functions which are performed by an entrepreneur is entrepreneurship. So, entrepreneurship is purposeful activity undertaken by entrepreneurs. As a result, entrepreneurship can be described as the ability to recognise, generate, or invent new opportunities and put them to good use for the

benefit of society. This, in turn, benefits the entrepreneur, his company, and the country as a whole. From a macroeconomic standpoint, it is clear that any nation's economic progress is dependent on the functions of high-quality entrepreneurs. To put it another way, entrepreneurship promotes progress.

By encouraging them to start at an earlier stage of life than to wait till they reach a particular age, it is possible for students to enforce a trial-and-error basis for their entrepreneurial ideas. It is also important for students to understand that entrepreneurship is also a career path instead of a second option to traditional career paths. Instead of viewing their ideas to be a child's play, encouraging them to carry forward their business idea and providing them with sufficient support may increase their success rate. This may induce the students to start and sell their budding enterprises and thereby profiting from it immensely.

Entrepreneurship can be vastly inspiring. By helping the student entrepreneurs who would like to start a venture, it may be an inspirational for the other students who like to enter the uncharted waters that may be fruit bearing at the end. Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties to make a profit. The most prominent example of entrepreneurship is the starting of new business.

SIGNIFICANCE OF STUDY

- Entrepreneurial attitude and intention towards starting new business in the future.
- Understand the factors which influence commencing of a business
- Barriers to commence the business among the male and female students.
- Beneficial to the governments for formulating new policies and procedure.

STATEMENT OF THE PROBLEM

The Government of India and the Government of Kerala introduced the following schemes to promote entrepreneurship in the country:

- Make in India

- Start-Up India
- Startup villages but the students are more concentrated in getting a job rather than creating a job. In this context, this study tries to understand the student's attitude towards entrepreneurship by analysing their attitude towards entrepreneurship and entrepreneurial intention.

OBJECTIVES OF THE STUDY

1. To study the attitude of students towards entrepreneurship.
2. To investigate whether the students view entrepreneurship as a future career.
3. To identify the factors that influence entrepreneurship intentions of the students.
4. To study the barriers faced by students while selection of entrepreneurship as a career.

SCOPE OF THE STUDY

An entrepreneur is an inevitable ingredient of economic development. He acts as a driving force for the performance of economic activities. It involves:

- Generating Employment Opportunities.
- To achieve a Balanced Regional Development for the nation.
- Encourages the effective utilization of Capital and Natural resources.
- Promotes Export trade.

RESEARCH METHODOLOGY

- a) Research method.

The study is descriptive in nature.

- b) Source of data

This study involves usage of primary data by taking questionnaire as well as secondary data by using journal, article, books, etc.

c) Sampling Design

The population mainly focuses on gaining information from 150 Final Year Degree students from Ernakulam District by the method of random sampling.

d) Tools for data collection

The tool used for data collection is questionnaire. This questionnaire was sent through google form to collect responses from students.

e) Analysis design

The data analysis will be presented in table and charts with the help of statistical tools like percentage.

LIMITATIONS OF THE STUDY

- As we are collecting primary data with the help of questionnaire the biggest limitation is incorrect feedback or dishonest answers from the respondents.
- Low response rates are another limitation. A low response rate may lead to skewed results, as the data may not accurately reflect the opinions and experiences of the intended target audience.
- In questionnaires, there is a high chance that respondents may ignore certain questions.
- There may be errors due to the bias of the respondents.

REVIEW OF LITERATURE

Bijay Prasad Kushwaha & Fekadu Yehuwalashet Maru (2015), They conducted a study on the **Attitude of management students towards entrepreneur and entrepreneurship**, Entrepreneurship is gradually recognised as an imperative drive of economic development, and it is widely accepted as a key fact of economic energy. It was confirmed through research that the entrepreneurial intentions and attitude leads potential entrepreneurs towards entrepreneurial activity. The main objective of this is to evaluate the attitude of management students towards their career as entrepreneur and entrepreneurship.

Roomesh Kumar Jena (2020), Entrepreneurship has played an essential role in economic prosperity and social stability of many developed countries. India has the highest percentage of young population in the world and faces massive challenges with it's high levels of unemployment among the youth. Unemployment scenario primarily due to lack of skill and entrepreneurial real awareness of youth.

Mervi Raudsaar (2013), International journal of business and management studies. Several studies have been exploring the importance of entrepreneurial skills while starting an enterprise. This study examine the impact of entrepreneurship education on student attitude towards entrepreneurship.

Bm Pulka R rikwentishe,B Ibrahim Global journal of management and business research(2014), The aim of the study is to examine the effectives and behavioural components of students attitude and to examine the overall attitude of students towards entrepreneurship education in Nigerian Universities . Respondents were students from five selected universities in Northeastern Nigeria.

Vasiliki Vamvaka, Chrysostomos Stoforos, Theodosios Palaskas and Charalampos Botsaris (2020), Studied Attitude toward entrepreneurship, perceived behavioural control, and entrepreneurial intention: dimensionality, structural

relationships, and gender differences by conducting a study on 441 Greek tertiary education undergraduate information technology students. The study was conducted to identify gender-related differences in the levels of and the interrelations among attitude toward entrepreneurship, perceived behavioural control, and entrepreneurial intention and the result indicated that affective attitude and perceived self-efficacy are the strongest predictors of intention. The work revealed that the relationship between commitment to entrepreneurship is stronger in men than in women.

S. Jayalakshmi, O. Vijayalakshmi (2019), Investigated A Study on the Attitude of College Students towards Entrepreneurship Education with Reference to Chennai by conducting a study on 100 college students. The objectives of the study are to find the level of awareness and attitude among college students about various programs under entrepreneurship education. The students are very much aware about the various programs conducted under the ED cell. The overall attitude of the students towards Entrepreneurship education is positively influencing.

Merike Kaseorg (2013), Investigated Student attitude towards entrepreneurship on 225 respondents. This study examines the impact of entrepreneurship education on student attitudes towards entrepreneurship. The paper showed that different target groups can conceive different entrepreneurial possibilities: younger respondents value most entrepreneurs' interesting tasks and duties but older groups value most KMEA College of Arts & Science 10 possibilities for freedom and independence. There were also differences between gender and limitations/possibilities. Therefore, as target groups consider different aspects important both in the context of possibilities and limitations, the learning process should have flexible and different design, meeting the needs of target groups in the best way.

Sudipa Majumdar and Damodharan Varadarajan (2013), Investigated Students' attitude towards entrepreneurship: does gender matter in the UAE? by analysing 181 male and female students from Dubai Women's College and 63 male students from Dubai Men's College. The purpose of the study is to examine whether there is a

difference in the entrepreneurial intentions among male and female students in UAE.

– The authors' results show that male and female students were equally strong in terms of their propensity to become future entrepreneurs. Female respondents showed higher risk-taking behaviour than males, which was contradictory to past research findings that have typically found females to be more conservative in risk-taking than males.

Gary Packham, Paul Jones, Christopher Miller, David Pickernell, Brychan Thomas (2010), In the paper titled A study on the attitude of students towards entrepreneurship studies. The researchers provide evidence that differences between gender, culture and regional settings need to be considered in the design and delivery of enterprise programmes if they are to have the desired impact on entrepreneurial intent and graduate entrepreneurship.

Sarka Papadaki, Petr Novak, Jan Dvorsky Sarka Papadaki, Petr Novák, Jan Dvorsky (2017), In the paper titled A study on the attitude of students towards entrepreneurship studies. The aim of the article is to evaluate the students' relationship with business. Attitudes by the students and barriers they face when starting business are examined, as well as different types of the students' relationship with business activities.

N. P Fasla (2017), In the paper titled A study on the attitude of students towards entrepreneurship studies. Entrepreneurship is perceived to bring economic welfare and may contribute significantly in nation's future wealth. Many college graduates are unable to find jobs appropriate with the degree they finished. Entrepreneurship education has been acknowledged by many organizations and even the government as a promising way to improve the work insertion of young people and at the same time, contribute to social and economic welfare.

Jose Ma Veciana, Marines Aponte, David Urbano (2005), Investigated University Students Attitude Towards Entrepreneurship: A Two Country Comparison by studying 837 students from Catalonia and 435 students from Puerto Rico. The study aims at

assessing and comparing the attitudes of university students towards entrepreneurship and enterprise formation in Catalonia and Puerto Rico. The survey reveals that the university students both in Puerto Rico and in Catalonia have a positive perception of new venture desirability. The majority of the students (92.2% in Puerto Rico and 74.0% in Catalonia) answered that they consider it desirable to create a new firm. The questions regarding the perceptions of feasibility show that 53.5% of Puerto Rican students and 66.1% of Catalan students consider that it is more difficult to create a firm at present than in the past decades.

Norman Rudhumbu, Douglas Sivotwa, Takaruzza Munyanyiwa, Morgen Mutsau(2016), The study examined the attitudes of undergraduate fourth year students towards entrepreneurship education. Studies show that entrepreneurship has become a critical area of discussions the world over due its perceived role in mitigating the twin challenges of shrinking economies and unemployment. A sample of 250 students from a population of 462 students was used in the study. A structured questionnaire that employed a 5-point Likert scale was used for data collection. Results of the study showed that most students have a positive attitude.

Warren Byabashija, Issac Katono and Robert Isabalija (2010), Conducted study reveals that the educations provided by college are insufficient. Also reveals that the students are not interested to become an entrepreneur because their family and friends do not expect students to go into business after graduation.

Dr. Mohsin Shaikh, {2012}, Conducted a study on the topic entrepreneurship, found the educational background of the students influence the intention of students to become an entrepreneur. He also recognizes autonomy, independence, self-efficiency and ownership have a greater influence on the intention to start a venture. Another finding is that the likelihood of venturing into Entrepreneurship decrease whiles the level of education increases.

THEORITICAL FRAMEWORK

CONCEPT OF ENTREPRENEURSHIP

Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. In economics, entrepreneurship connected with land, labour, natural resources and capital can generate a profit. The entrepreneurial vision is defined by discovery and risk-taking and is an indispensable part of a nation's capacity to succeed in an ever-changing and more competitive global marketplace.

Meaning of Entrepreneur

The entrepreneur is defined as someone who has the ability and desire to establish, administer and succeed in a start-up venture along with risk entitled to it, to make profits. The entrepreneurs are often known as a source of new ideas or innovators and bring new ideas in the market by replacing old with a new invention. In a nutshell, anyone who has the will and determination to start a new company and deals with all the risks that go with it can become an entrepreneur.

NATURE OF ENTREPRENEURSHIP

Entrepreneurship plays an important role in the creation and growth of businesses, as well as in the growth and prosperity of regions and nations. These large-scale outcomes can have quite humble beginnings; entrepreneurial actions begin at the nexus of a lucrative opportunity and an enterprising individual.' Entrepreneurial opportunities are "those situations in which new goods, services, raw materials, and organizing methods can be introduced and sold at greater than their cost of production."² For example, an entrepreneurial opportunity could stem from introducing an existing technological product used in one market to create a new market. Alternatively, an entrepreneurial opportunity could be creating a new technological product for an existing market or creating both a new product/ service and a new market. The recurring theme is that an

entrepreneurial opportunity represents something new. However, such possibilities require an enterprising individual or a group of enterprising individuals to recognize, evaluate, and exploit these situations as possible opportunities. Therefore, entrepreneurship requires action-entrepreneurial action through the creation of new products/processes and/or the entry into new markets, which may occur through a newly created organization or within an established organization.

SCOPE OF ENTREPRENEURSHIP

It involves identifying a need in the market, developing a unique product or service to meet that need, and taking on the risks and challenges involved in building a successful company.

SIGIFICANCE OF ENTREPRENEURSHIP

Entrepreneurship is important for students since it builds real world skills of leadership and collaboration, which are helpful and important in a variety of fields. Today's students are tomorrow's leaders. Entrepreneurship is increasing popularity among students as an area of study and application around the world, as a means of achieving wealth creation and personal fulfilment. With each economic slump, it has been proven that it is the entrepreneurial spirit and perseverance that restores economic prosperity. It is an individual's ability to innovate, manage risk, predict project outcomes, and have the confidence and competence to deal with unforeseen and adverse circumstances. Entrepreneurial activities are critical to the economic process and success of modern civilization. As a result, attempts to learn more about entrepreneurship and the elements that influence their decision to become entrepreneurs, as well as their eventual success, are becoming increasingly crucial. It is becoming a topic of discussion among policymakers all around the world. Entrepreneurship is frequently credited as a major driver of economic growth, spurring transformation, the creation of new markets, innovation, and building wealth. Entrepreneurs are often key to developing ideas and solutions to problems while creating new products.

SCOPE OF ENTREPRENEURSHIP IN AGRICULTURE.

Agri-entrepreneurship has the prospect of social and economic development, for example, employment generation, poverty reduction, improvements in nutrition, health and overall food security in the national economy especially in rural areas.

TYPES OF ENTREPRENEURSHIPS

- **Small Business Entrepreneurship**

These businesses are a hairdresser, grocery store, travel agent, consultant, carpenter, plumber, electrician, etc. These people run or own their own business and hire family members or local employee. For them, the profit would be able to feed their family and not making 100 million business or taking over an industry. They fund their business by taking small business loans or loans from friends and family.

- **Scalable Startup Entrepreneurship**

This start-up entrepreneur starts a business knowing that their vision can change the world. They attract investors who think and encourage people who think out of the box. The research focuses on a scalable business and experimental models, so, they hire the best and the brightest employees. They require more venture capital to fuel and back their project or business.

- **Large Company Entrepreneurship**

These huge companies have defined life cycle. This type of entrepreneurship is for an advanced professional who knows how to sustain innovation and are often part of a large team of C- level executives. Most of these companies grow and sustain by offering new and innovative products that revolve around their main products. The change in technology, customer preferences, new competition, etc., build pressure for large companies to create an innovative product and sell it to the new set of customers in the new market. To cope with the rapid technological changes, the existing organisations either buy innovation enterprises or attempt to construct the product internally. Companies such as Google, Microsoft and Samsung are examples of this kind of entrepreneurship.

- **Social Entrepreneurship**

This type of entrepreneurship focuses on producing product and services that resolve social needs and problems. Their only motto and goal are to work for society and not make any profits.

TYPES OF ENTREPRENEURS.

Entrepreneurs are classified into different types based on different classifications as mentioned below:

A. Based on the Type of Business

1. Trading Entrepreneur

As the name itself suggests, the trading entrepreneur undertake the trading activities. They procure the finished products from the manufacturers and sell these to the customers directly or through a retailer. These serve as the middlemen as wholesalers, dealers, and retailers between the manufacturers and customers. He identifies potential markets, stimulates demand for his product line and creates a desire and interest among buyers to go in for his product. He is engaged in both domestic and overseas trade.

2. Manufacturing Entrepreneur

The manufacturing entrepreneurs manufacture products. They identify the needs of the customers and then, explore the resources and technology to be used to manufacture the products to satisfy the customers' needs. In other words, the manufacturing entrepreneurs convert raw materials into finished products.

3. Agricultural Entrepreneur

The entrepreneurs who undertake agricultural pursuits are called agricultural entrepreneurs. They cover a wide spectrum of agricultural activities like cultivation, marketing of agricultural produce, irrigation, mechanization, and technology.

B. Based on the use of Technology.

1. Technical Entrepreneur

The entrepreneurs who establish and run science and technology-based industries are called 'technical entrepreneurs.' Speaking alternatively, these are the entrepreneurs who make use of science and technology in their enterprises. Expectedly, they use new and innovative methods of production in their enterprises.

2. Non-Technical Entrepreneur

Based on the use of technology, the entrepreneurs who are not technical entrepreneurs are nontechnical entrepreneurs. The forte of their enterprises is not science and technology. They are concerned with the use of alternative and imitative methods of marketing and distribution strategies to make their business survive and thrive in the competitive market.

C. Based on Ownership

1. Private Entrepreneur

A private entrepreneur is one who as an individual sets up a business enterprise. He / she is the sole owner of the enterprise and bears the entire risk involved in it.

2. State Entrepreneur

When the trading or industrial venture is undertaken by the State or the Government, it is called 'state entrepreneur.'

3. Joint Entrepreneurs

When many people or at least more than one person or two persons build an enterprise and take the entrepreneurship for such business. Those persons together defined as the joint entrepreneur and their entrepreneurship is known as entrepreneurship. When a private entrepreneur and the Government jointly run a business enterprise, it is called 'joint entrepreneurs.'

D. Based on Gender

1. Men Entrepreneurs

When business enterprises are owned, managed, and controlled by men, these are called 'men entrepreneurs.'

2. Women Entrepreneurs

Women entrepreneurs are defined as the enterprises owned and controlled by a woman or women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of employment generated in the enterprises to women.

E. Based on the size of Enterprise.

1. Small scale Entrepreneur

An entrepreneur who has made investment in plant and machinery up to Rs 1.00 crore is called 'small-scale entrepreneur.'

2. Medium-Scale Entrepreneur

The entrepreneur who has made investment in plant and machinery above Rs 1.00 crore but below Rs 5.00 crore is called 'medium-scale entrepreneur.'

3. Large-Scale Entrepreneur

The entrepreneur who has made investment in plant and machinery more than Rs 5.00 crore is called 'large-scale entrepreneur.'

F. Based on Clarence Danhof Classification

Clarence Danhof (1949), In a study of American Agriculture, Clarence Danhof classifies entrepreneurs into four types-innovative, imitative, Fabian and drone. and set the organisation going. Schumpeter's entrepreneur was of this type.

Based on this, he classified entrepreneurs into four types:

F1. Innovating Entrepreneurs

Innovating entrepreneurs are one who introduce new goods, inaugurate new method of production, discover new market and reorganise the enterprise. It is important to note that such entrepreneurs can work only when a certain level of development is already achieved, and people look forward to change and improvement.

F2. Imitative Entrepreneurs

These are characterised by readiness to adopt successful innovations inaugurated by innovating entrepreneurs. Imitative entrepreneurs do not innovate the changes themselves; they only imitate techniques and technology innovated by others. Such types of entrepreneurs are particularly suitable for the underdeveloped regions for bringing a mushroom drive of imitation of new combinations of factors of production already available in developed regions.

F3. Fabian Entrepreneurs - Fabian entrepreneurs are characterised by very great caution and skepticism in experimenting any change in their enterprises. They imitate only when it becomes perfectly clear that failure to do so would result in a loss of the relative position in the enterprise.

F4. Drone Entrepreneurs

These are characterised by a refusal to adopt opportunities to make changes in production formulae even at the cost of severely reduced returns relative to other like producers. Such entrepreneurs may even suffer from losses but they are not ready to make changes in their existing production methods.

Following are some more types of entrepreneurs listed by some other behavioural scientists:

1. Solo Operators

These are the entrepreneurs who essentially work alone and, if needed at all, employ a few employees. In the beginning, most of the entrepreneurs start their enterprises like them.

2. Active Partners

Active partners are those entrepreneurs who start/ carry on an enterprise as a joint venture. It is important that all of them actively participate in the operations of the

business. Entrepreneurs who only contribute funds to the enterprise but do not actively participate in business activity are called simply 'partners.

3. Inventors

Such entrepreneurs with their competence and inventiveness invent new products. Their basic interest lies in research and innovative activities.

4. Challengers

These are the entrepreneurs who plunge into industry because of the challenges it presents. When one challenge seems to be met, they begin to look for new challenges.

5. Buyers

These are those entrepreneurs who do not like to bear much risk. Hence, in order to reduce risk involved in setting up a new enterprise, they like to buy the ongoing one.

6. Life-Timers

These entrepreneurs take business as an integral part to their life. Usually, the family enterprise and businesses which mainly depend on exercise of personal skill fall in this type/category of entrepreneurs.

CHARACTERISTICS OF ENTREPRENEURSHIP

- **Innovation:** A businessman, who simply behaves in traditional ways cannot be an entrepreneur. Innovation involves problem solving and the entrepreneur is a problem solver. According to Schumpeter entrepreneurship is a creative activity, An entrepreneur is basically an innovator who introduces something new in the economy.
- **High Achievement:** People having high need for achievement are more likely to succeed as entrepreneurs. The achievement motive is, by assuming a relatively stable enduring characteristics of an individual. Achievement motive can be increased by deliberate efforts. Various studies on psychological roots of entrepreneurship reveal the presence of high achievement among successful entrepreneurs.
- **Managerial Skill and Leadership:** According to B.E. Hoselitz, managerial skill and leadership are the most important facets of entrepreneurship. Financial skills are only of secondary importance. A person who is to become an industrial

entrepreneur must have more than the drive to earn profit. He must have the ability to lead and manage.

- **Group Level Pattern:** entrepreneurial characteristics are found in clusters which may qualify themselves as entrepreneurial groups. Entrepreneurial activity is generated by the particular family background, experience as a member of certain groups and as a reflection of general values.
- **Organisation Building:** According to Harbison entrepreneurship implies the skill to build an organisation. Organisation building ability is the most critical skill required for industrial development. This skill means the ability to multiply oneself by effectively delegating responsibility to others.
- **Gap Filling Function:** The most significant feature of entrepreneurship is gap filling. It is the job of the entrepreneur to fill the gap or to make up the deficiencies which always exist in the knowledge above the production function. Some inputs like motivation and leadership are vague and their output is indeterminate. An entrepreneur has to Marshall all the inputs to realise the final product.
- **Status Withdrawal:** According to Hagen 'creative innovation' or change is the fundamental feature of economic growth. An entrepreneur is a creative problem solver interested in things in practical and technological realm. He feels a sense of increased pleasure when facing a problem and tolerates disorder without discomfort. In traditional societies, position of authority was granted based on status, rather than individual ability. Hagen visualised an "innovative personality" in contrast to such authoritarian personality.
- **A Function of Social, Political and Economic structure:** Entrepreneurs are not equally distributed in the population. Minorities have provided most of the entrepreneurial talent, but all the minorities are not important sources of entrepreneurship. Entrepreneurial supply depends upon the four structure viz. limitation structure, Demand structure, opportunity structure and labour structure. However, entrepreneurship depends on rather specific combinations of circumstances which are difficult to create and easy to destroy. Psychologically, Entrepreneurship is a vigorous application of the person's energies towards the long-cherished goals.

FACTORS AFFECTING ENTREPRENEURIAL GROWTH

1) ECONOMIC FACTORS:

The economic factors that are affecting the growth of entrepreneurship in the less developed countries are:

(A) Lack of adequate overhead facilities: Profitable innovations require certain basic facilities and services like transportation, communication, technical and economic information, power supply, irrigation facilities etc. They improve the efficiency of investment by entrepreneurs. They reduce the cost of production and increase the output.

These facilities are scarce in less developed countries.

(B) Non availability of capital: Inventions are capital oriented. The requirement of capital for innovation is large. In Less Developed Countries most capital equipment must be imported. Import involves foreign exchange, which is a difficult problem. Thus, the non-availability of capital hampers entrepreneurial growth in the poor nations.

(C) Great risk: Risk in business is greater in less developed country than in a developed nation because:

- i. There is lack of reliable information.:
- ii. The market for goods and services is small.
- iii. Less developed countries are characterised by instability in both domestic and foreign economic policy. This discourages entrepreneurs.

(D) Non availability of labour and skill: Though there is abundant labour supply there is general scarcity of skills at all levels. This acts as a strong deterrent to entrepreneurship. Labour is not trained and lacks industrial skills. The traditional skills of the workmen are highly insufficient for modern industrial jobs. An entrepreneur finds difficulty to get enough skilled foremen, supervisors, personnel technicians etc.

(2) SOCIAL FACTORS:

A society that is rational in decision-making would be favourable to entrepreneurial growth. Several less developed countries are characterised by the presence of a social set up which is generally hostile to entrepreneurship. Education, research and training are given very little importance. Appointment to responsible position is guided by narrow parochial and caste considerations. "Who

a person is" is given more importance than "what a person can do". Therefore, there is a very little vertical mobility of labour. The process of division of labour comes to be decided upon by the hereditary principle rather than by aptitudes, skills and attainments of individuals.

(3) CULTURAL FACTORS:

If the culture is economically or monetarily oriented, entrepreneurship would be applauded and praised. In the less developed countries, people are not economically motivated. Monetary incentives have relatively less attraction. People have ample opportunities of attaining social distinction by non-economic pursuits. Men with organisational abilities are therefore not dragged into business.

(4) PERSONALITY FACTORS:

In less developed countries the entrepreneur is looked upon with suspicion. The result is the personality of the entrepreneur has got greatly affected. Public opinion in the less developed nations sees in the entrepreneur only a profit maker and exploiter. Many of the less developed nations were exploited by foreigners for centuries.

SKILLS AND DUTIES OF AN ENTREPRENEUR

- **Optimum utilisation of resources:**

To ensure the maximisation of profits, an entrepreneur may optimally use their resources available, be it human resources, capital, or raw materials.

- **Ability to take risks:**

Entrepreneurship is the ability and willingness to take risks in creating new services and items if necessary.

- **Creation of goals:**

An entrepreneur usually sets objectives to fulfil and is clear in their vision.

- **Leadership quality:**

To fulfil their objectives and manage different tasks, possessing leadership qualities is necessary.

- **Open-mindedness:**

An entrepreneur typically welcomes new ideas and adapts to situations to reach their potential.

- **Knowledge of product:**

An entrepreneur often knows every aspect of the product they are trying to sell.

- **Problem-solving skills:**

An entrepreneur may have to work in a fast-paced environment and handle situations that require quick thinking and problem-solving skills.

IMPORTANCE OF ENTREPRENEURSHIP

- **Creation of job opportunities**

Entrepreneurs start new firms, which may mean more job prospects for individuals. People who start a new business typically have the opportunity of working for themselves and support other businesses while expanding their own. Entrepreneurs can both earn cash for themselves and employ others in their business activities. As a result, entrepreneurship usually creates new jobs at every level.

- **Creation of new businesses**

The entrepreneurs can run most of these enterprises entirely by themselves. They assemble and coordinate their operational processes that support other business ventures. It is a sector in which a person might start a business idea that could grow into a large corporation. All big industrial organisations usually begin as small business initiatives. In every economy, entrepreneurship typically offers a diverse range of initiatives that lead to the creation of new businesses.

- **Leads to better standards of living.**

'Standard of living' is a term or theory which involves higher consumption of a variety of products and services over a period. Entrepreneurship, by its innovative nature, can create a wide range of commodities in different areas. Since entrepreneurship usually creates new jobs and generates income for a family, entrepreneurship can help improve your standard of living.

- **Leads to increased productivity.**

Entrepreneurs can make current businesses more competitive by offering lower pricing and a wider range of products. Existing firms may rethink their strategies, increase the

quality of their products, lower expenses and become more efficient. This competitiveness often encourages businesses and individuals to seek new solutions to enhance their services and, therefore, offers more value for the customer's money.

- **Creation of national wealth**

Entrepreneurship usually plays a key part in contributing to the country's national economy by generating wealth and paying taxes, which generally adds to a country's gross domestic product (GDP).

OBSTACLES OF ENTREPRENEURSHIP

- Lack of sufficient infrastructure and high cost of production.
- High risk involved in new enterprise.
- Low status of businessmen in the eyes of public.
- An unwillingness to devote organisational abilities to business purposes.
- Restrictive effects of customs and tradition.
- Lack of adequate response to monetary incentives.
- Arbitrary changes in the administration of law by the government, which spread the element of uncertainty among entrepreneurs.
- Market imperfections which deny potential entrepreneurs the resources they need for organising new enterprises.

DATA ANALYSIS AND INTERPRETATION

This project aims to investigate the attitude of students towards entrepreneurship and also to identify the factors that influence entrepreneurship intentions of the students and the barriers faced by the students while selection of entrepreneurship as a career.

For this purpose, we prepared a questionnaire to understand the entrepreneurial motivation in students.

The survey was conducted on 80 college students with 50 female and 30 male participants in Ernakulam district aged from 17 and above.

The data collected from the survey has been presented in pie chart and bar graphs according to corresponding responses for each question.

4.1 Gender wise classification

The distribution of respondents according to their gender is given in the following table (table 4.1)

Table 4.1

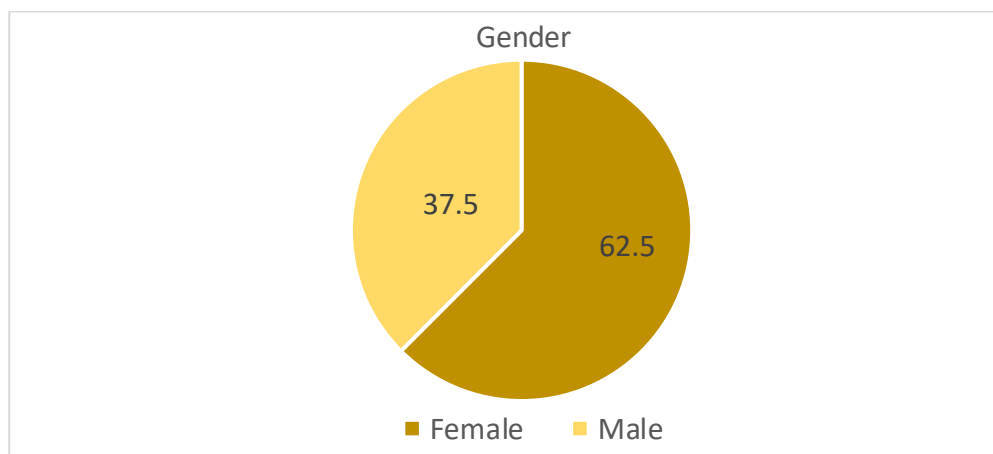
Gender of the Respondents

Gender	No of Responses	Percentage
Female	50	62.5
Male	30	37.5
Total	80	100

Source – Primary Data

Figure 4.1

Gender of the Respondents



Interpretation

The above table (Table 4.1) shows that 62.5% of respondents are female and 37.5% of respondents are male.

4.2 Age wise classification

The age of the respondents is classified as follows:

Table 4.2

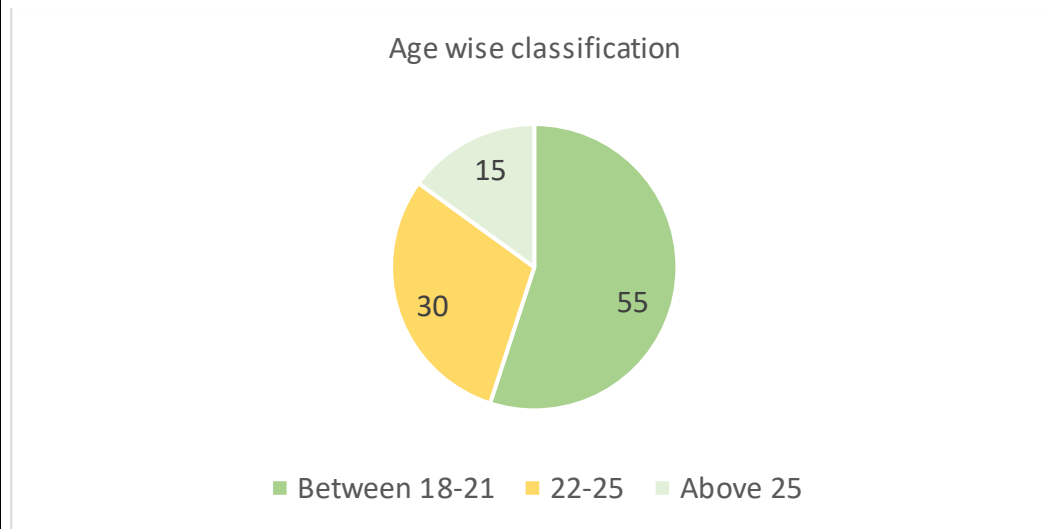
Age wise classification

Age	Number of Respondents	Percentage
Between 18 - 21	44	55%
22 - 25	24	30%
Above 25	12	15%
Total	80	100

Source – Primary Data

Figure 4.2

Age wise classification



Interpretation

The above table (Table 4.2) shows age distribution of respondents. 55% of respondents are of the age group 18 – 21, 30% of respondents are of the age group 22-25 and 15 respondents are above 25.

4.3 Entrepreneurship can be considered as a career option in todays globalised world.

Table 4.3

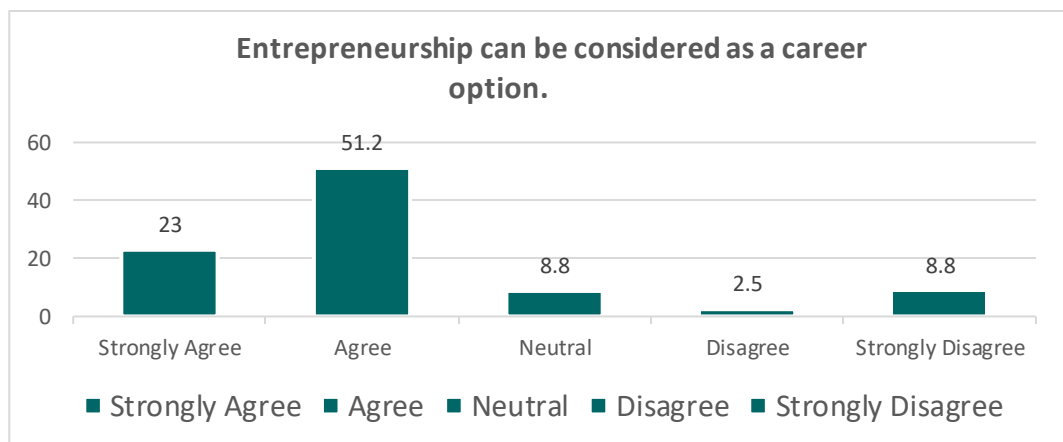
Entrepreneurship can be considered as a career option.

Level of agreement	Number of participants	Percentage
Strongly agree	23	28.7%
Agree	41	51.2%
Neutral	7	8.8%
Disagree	2	2.5%
Strongly disagree	7	8.8%
Total	80	100

Source – Primary Data

Figure 4.3

Entrepreneurship can be considered as a career option.



Interpretation

Respondents were asked if entrepreneurship can be considered as a career option in todays globalised world. 41 respondents (51.2%) Agreed that entrepreneurship can be considered as a career option in todays globalised world, 23 respondents (28.7%) Strongly Agreed, 7 respondents (8.8%) had a Neutral opinion about this statement, 7 respondents (8.8%) Strongly disagreed, and 2 respondents (2.5%) Disagreed. Hence major portion of respondents Agreed that entrepreneurship can be considered as a career option in todays globalised world.

4.4 Preference of white-collar job over Entrepreneurship

The preference of white – collar job over entrepreneurship are as follows:

Table 4.4

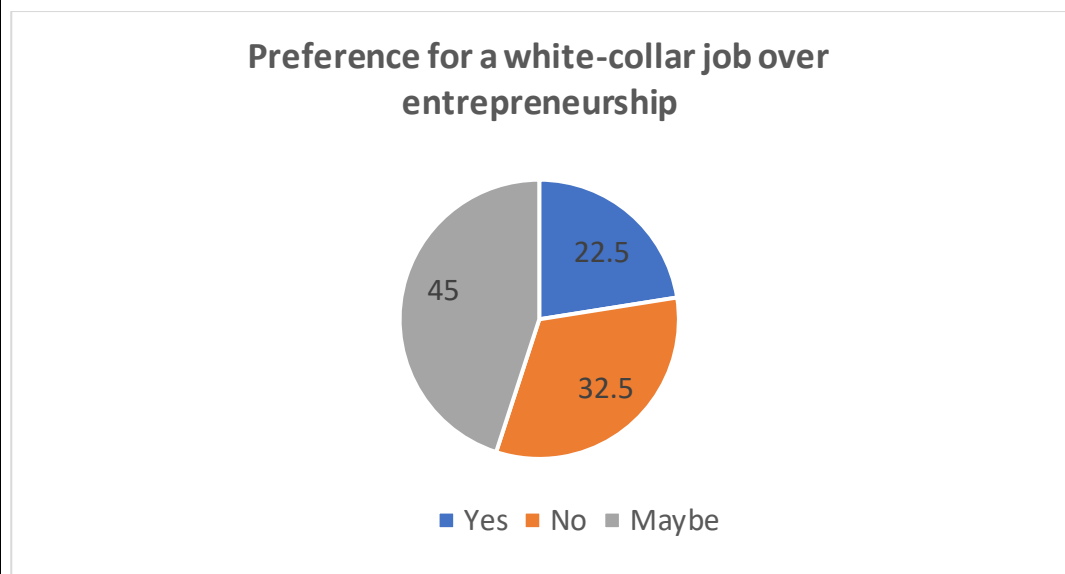
Preference for a white-collar job over entrepreneurship

Level of agreement	Number of Respondents	Percentage
Yes	18	22.5%
No	26	32.5%
Maybe	36	45%
Total	80	100

Source – Primary Data

Figure 4.4

Preference for a white-collar job over entrepreneurship



Interpretation

Respondents were asked about their Preference of white-collar job over entrepreneurship. 36 respondents (45%) remain indecisive, 26 respondents (32.5%) do not prefer white collar job over entrepreneurship, 18 respondents (22.5%) prefer white collar job over entrepreneurship.

4.5 I would rather be my own boss rather than work for someone else.

The level of agreement of respondents to be own boss rather work for someone else are as follows:

Table 4.5

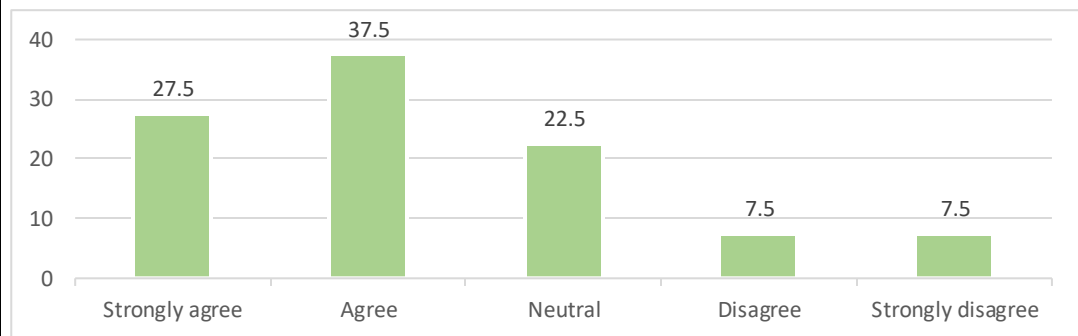
The level of agreement of respondents to be own boss rather work for someone else.

Level of agreement	Number of Respondents	Percentage
Strongly agree	22	27.5%
Agree	30	37.5%
Neutral	18	22.5%
Disagree	4	5%
Strongly disagree	6	7.5%
Total	80	100

Source – Primary Data

Figure 4.5

Level of agreement of respondents to be own boss rather work for someone else.



Interpretation

The above table and chart represent the proportionate of respondents who prefer to be their own boss rather than work for someone else. 41 respondents (51.2%) agreed, and 23 respondents (28.7%) agrees that they would rather dictate their own terms than be dictated while only 7 respondents (8.8%) strongly disagrees, and 2 respondents (2.5%) disagrees to be their own boss and prefer to work for someone else.

4.6 Those who cannot get a decent job venture into entrepreneurship.

The level of agreement of respondents to this statement are as follows:

Table 4.6

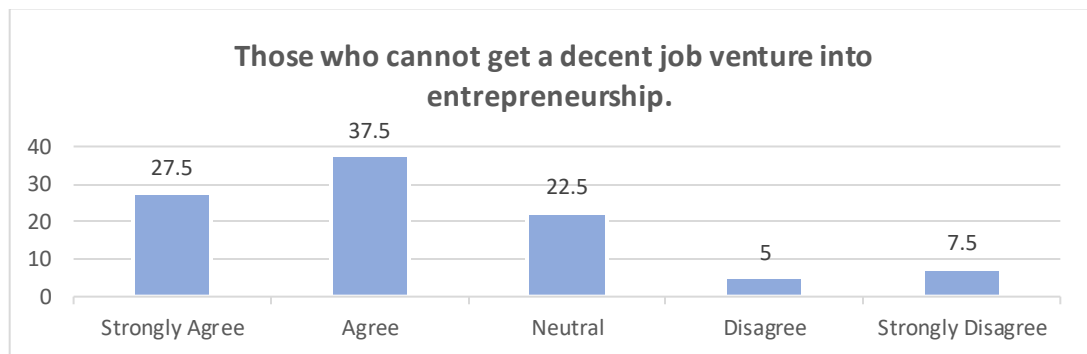
Those who cannot get a decent job venture into entrepreneurship.

Level of agreement	Number of Respondents	Percentage
Strongly agree	22	27.5%
Agree	30	37.5%
Neutral	18	22.5%
Disagree	4	5%
Strongly disagree	6	7.5%
Total	80	100

Source – Primary Data

Figure 4.6

Those who cannot get a decent job venture into entrepreneurship.



Interpretation

The above table and chart represent the opinion of the respondent on whether those who cannot get a decent job venture into entrepreneurship. 30 respondents (37.5%) agreed that those who cannot get a decent job venture into entrepreneurship, 22 respondents (27.5%) Strongly agreed to this statement, 18 respondents (22.5%) have a neutral opinion, 6 respondents (7.5%) strongly disagreed, and 4 respondents (5%) disagreed. Hence, Major portion of the respondents agreed that Those who cannot get a decent job venture into entrepreneurship.

4.7 Difficulty in obtaining finance or loans for starting a new business venture.

Table 4.7

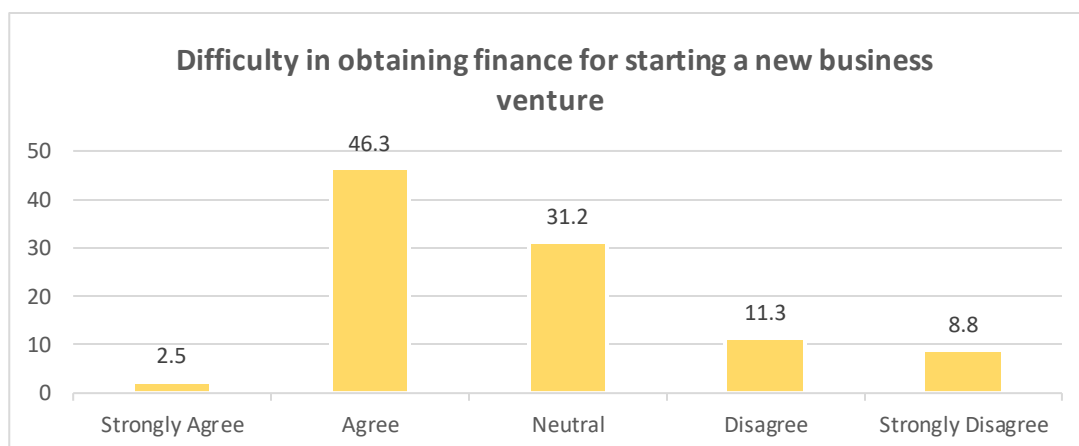
Difficulty in obtaining finance for starting a new business venture.

Level of agreement	Number of Respondents	Percentage
Strongly agree	2	2.5%
Agree	37	46.3%
Neutral	25	31.2%
Disagree	9	11.3%
Strongly disagree	7	8.8%
Total	80	100

Source – Primary Data

Figure 4.7

Difficulty in obtaining finance for starting a new business venture.



Interpretation

Respondents were asked about the difficulty in obtaining finance or loans for new business. 37 respondents (46.3%) agreed that it is really difficult to obtain finance or loans for starting a new business venture, 25 respondents (31.2%) have a neutral opinion, 9 respondents (11.3%) disagreed, 7 respondents (8.8%) strongly disagreed, and 2 respondents (2.5%) strongly agreed to this statement. Hence, Major portion of respondents agreed that it is difficult to get finance or loans for starting a new business venture.

4.8 You should have a sound technical knowledge to start a business.

The level of agreement of respondents regarding the importance of sound technical knowledge to start a business are as follows:

Table 4.8

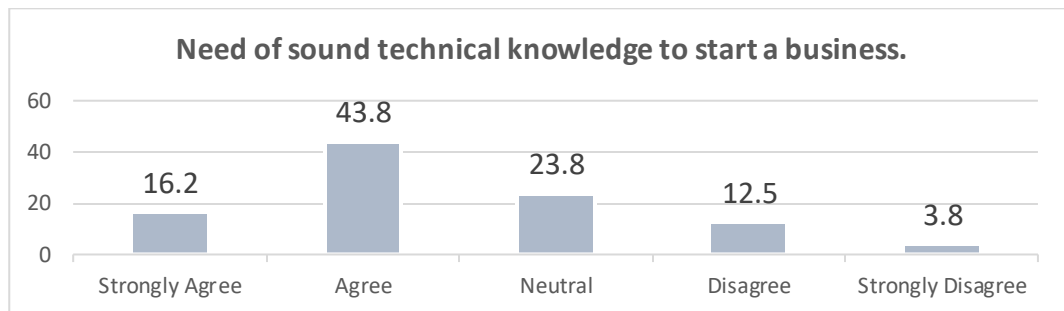
Need of sound technical knowledge to start a business.

Level of agreement	Number of Respondents	Percentage
Strongly agree	13	16.2%
Agree	35	43.8%
Neutral	19	23.8%
Disagree	10	12.5%
Strongly disagree	3	3.8%
Total	80	100

Source – Primary Data

Figure 4.8

Need of sound technical knowledge to start a business.



Interpretation

Respondents were asked about the need of sound technical knowledge to start a business. 35 respondents (43.8%) agreed that sound technical knowledge is necessary to start a business, 19 respondents (23.8%) have a neutral opinion about this statement, 13 respondents (16.2%) strongly agreed, 10 respondents (12.5%) disagreed, and 3 respondents (3.8%) have strongly disagreed. Hence, Major portion of the respondents have agreed that sound technical knowledge is necessary to start a business.

4.9 Lack of finance is one of the main reasons why many students don't start a business or firm.

The level of agreement of respondents regarding whether lack of finance is one of the main reasons why many students don't start a business are as follows:

Table 4.9

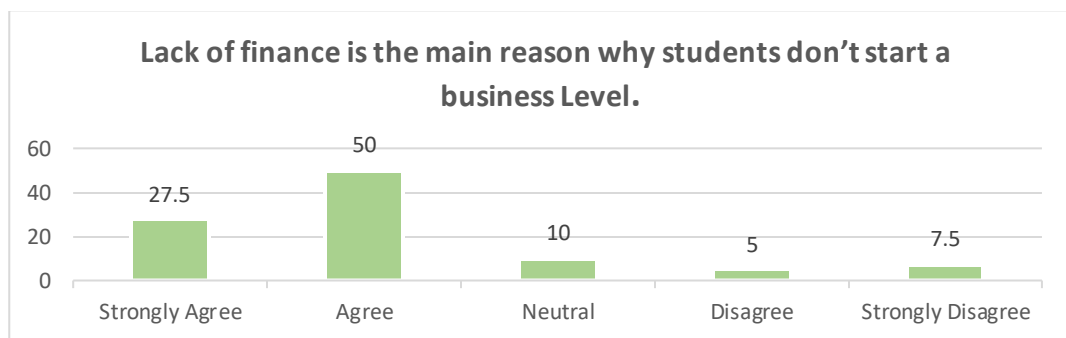
Lack of finance is the main reason why students don't start a business level.

Level of agreement	Number of Respondents	Percentage
Strongly agree	22	27.5%
Agree	40	50%
Neutral	8	10%
Disagree	4	5%
Strongly disagree	6	7.5%
Total	80	100

Source- Primary Data

Figure 4.9

Lack of finance is the main reason why students don't start a business Level.



Interpretation

Respondents were asked about whether the lack of finance is one of the main reasons why many students don't start a business. 40 respondents (50%) had agreed to this statement, 22 respondents (27.5%) had strongly agreed, 8 respondents (10%) have a neutral opinion about this statement, 6 respondents (7.5%) had strongly disagreed, and 4 respondents (5%) had disagreed to this statement. Hence, major portion of the respondents agreed that lack of finance is the main reason why many students don't start a business.

4.10 Classification showing the immediate plans of individuals after finishing their degree.

Classification showing the immediate plans of individuals after finishing their degree are as follows:

Table 4.10

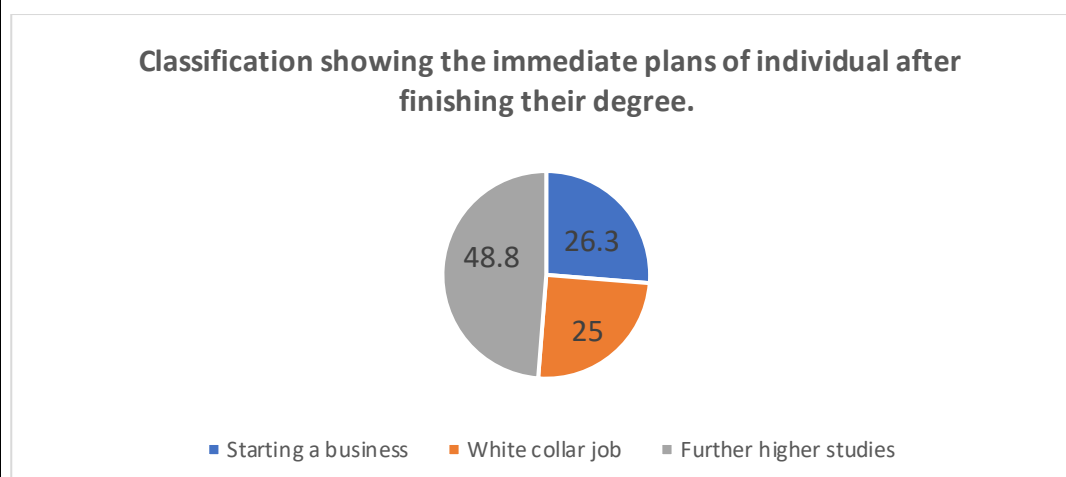
Classification showing the immediate plans of individual after finishing their degree.

Level of agreement	Number of Respondents	Percentage
Starting a business	21	26.3%
White collar job	20	25%
Further higher studies	39	48.8%
Total	80	100

Source – Primary Data

Figure 4.10

Classification showing the immediate plans of individual after finishing their degree.



Interpretation

The respondents were asked about their plans, immediately after finishing their degree. 39 respondents (48.8%) prefer to go for higher studies, 21 respondents (26.3%) are interested to start a business, 20 respondents (25%) prefer white collar jobs. Hence, major portion of the respondents are interested to go for higher studies.

4.11 Classification showing attendance in entrepreneurial programs/seminars.

The level of agreement of respondents regarding the attendance in entrepreneurial programs are as follows:

Table 4.11

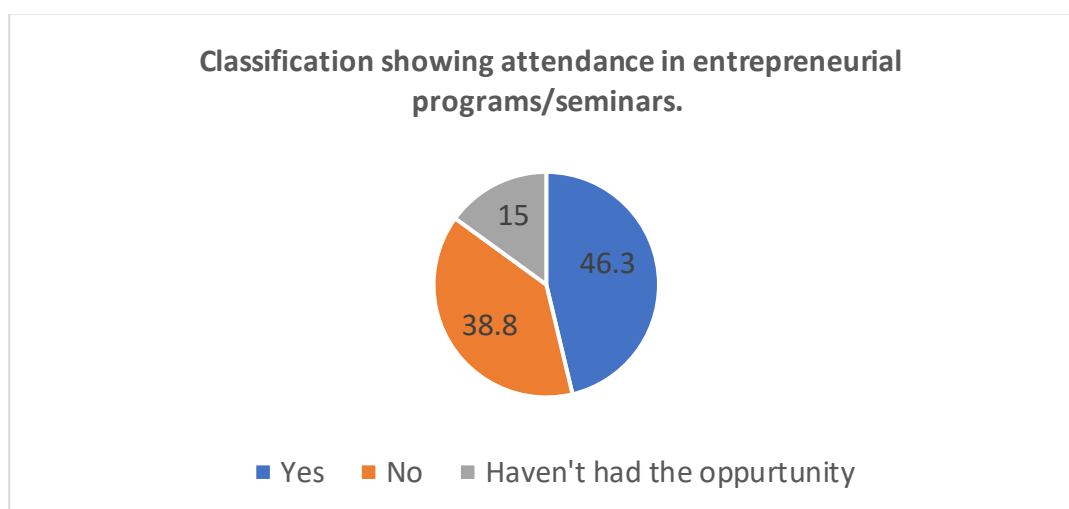
Classification showing attendance in entrepreneurial programs/seminars.

Level of agreement	Number of Respondents	Percentage
Starting a business	37	46.3%
White collar job	31	38.8%
Further higher studies	12	15%
Total	80	100

Source – Primary Data

Figure4.11

Classification showing attendance in entrepreneurial programs/seminars.



Interpretation

Respondents were asked about their attendance in entrepreneurial development programs/seminars. 37 respondents(46.3%) have attended entrepreneurial development programs, 31 respondents (38.8%) haven't attended any of the entrepreneurial development programs and 12 respondents (15%) haven't had the opportunity to attend entrepreneurial development programs/ seminars.

4.12 Urgency of the respondents to flourish the idea into an entrepreneurial venture

Urgency of the respondents to flourish an idea into an entrepreneurial venture are as follows:

Table 4.12

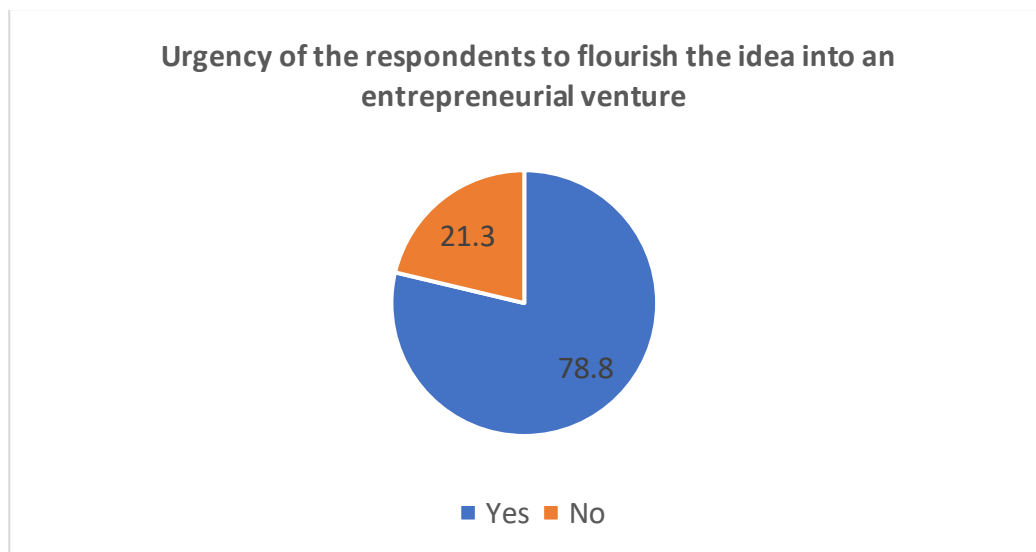
Urgency of the respondents to flourish the idea into an entrepreneurial venture

Level of agreement	Number of Respondents	Percentage
Yes	63	78.8%
No	17	21.3%
Total	80	100

Source – Primary Data

Figure 4.12

Urgency of the respondents to flourish the idea into an entrepreneurial venture.



Interpretation

The Respondents were asked about the urgency to flourish an idea into an entrepreneurial venture. 63 respondents (78.8%) are interested to flourish an idea into an entrepreneurial venture and 17 respondents(21.3%) are not interested to flourish an idea into an entrepreneurial venture.

4.13 There is a lot of pressure from family to take up a job rather than venture into business.

The level of agreement of respondents are as follows:

Table 4.13

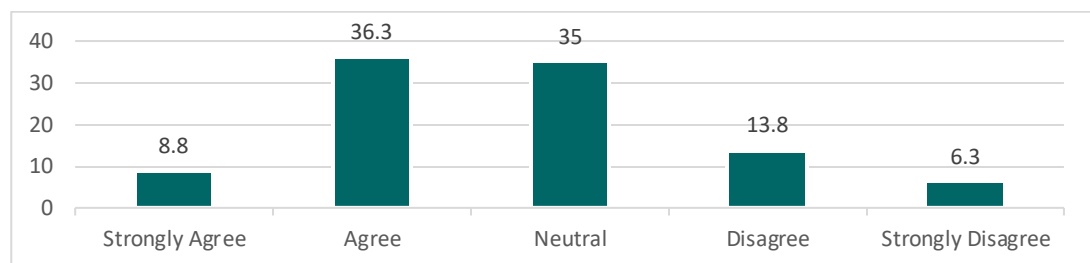
Level of pressure from family to take up a job rather than a venture into business

Level of agreement	Number of Respondents	Percentage
Strongly agree	7	8.8%
Agree	29	36.3%
Neutral	28	35%
Disagree	11	13.8%
Strongly disagree	5	6.3%
Total	80	100

Source – Primary Data

Figure 4.13

Level of pressure from family to take up a job rather than a venture into business



Interpretation

Respondents were asked about the level of pressure from family to take up a job rather than a business. 29 respondents (36.3%) agreed that they have pressure from family to take up a job rather than business, 28 respondents(35%)remain indecisive, 11 respondents(13.8%) disagreed and 7 respondents (8.8%) strongly agreed that they face pressure from family to take up a job rather than business. Hence, major portion of the respondents agreed that they have pressure from family to take up a job rather than venture into business.

4.14 Respondents encouraged and Funded by their schools or colleges actively to start an enterprise

Table 4.14

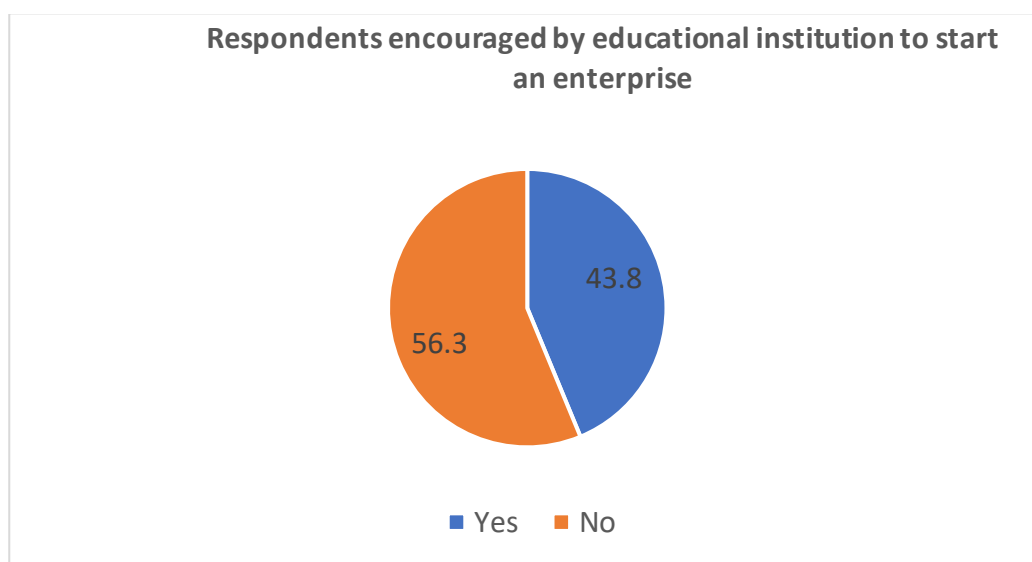
Respondents encouraged by educational institution to start an enterprise

Level of agreement	Number of Respondents	Percentage
Yes	35	43.8%
No	45	56.3%
Total	80	100

Source – Primary Data

Figure 4.14

Respondents encouraged by educational institution to start an enterprise



Interpretation

Respondents were asked about whether they had been encouraged and funded by schools/colleges actively to follow up an entrepreneurial idea. 45 respondents(56.3%) haven't been encouraged by school/colleges to follow up their entrepreneurial idea and 35 respondents(43.8%) had been encouraged by school/colleges to follow up an entrepreneurial idea. Hence, Major portion of the respondents haven't been encouraged by their schools/ colleges to start an enterprise.

4.15 Willingness to start enterprise in case of partnership.

Willingness of respondents to start an enterprise in case of partnership are as follows:

Table 4.15

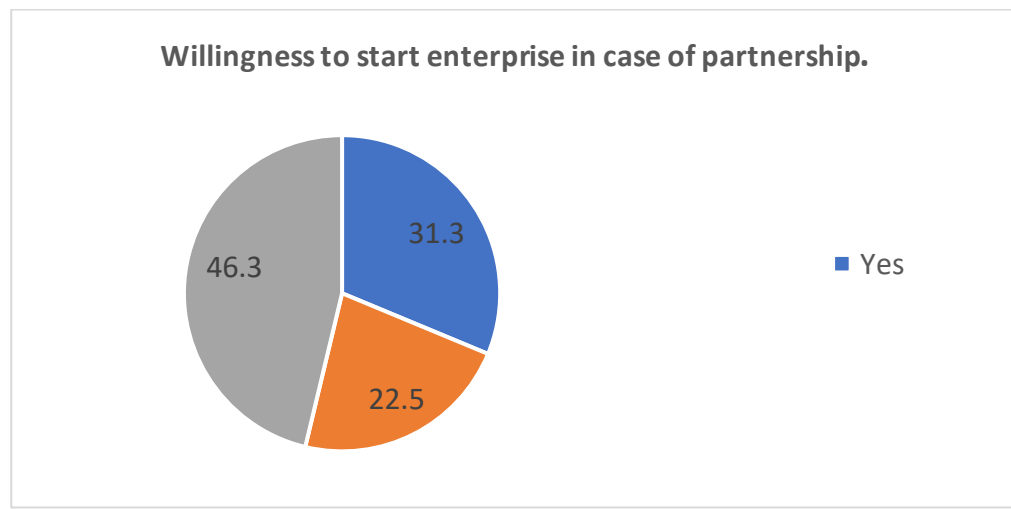
Willingness to start enterprise in case of partnership.

Level of agreement	Number of Respondents	Percentage
Yes	35	43.8%
No	45	56.3%
Maybe, in due time if someone found with similar ideas.	37	46.3%
Total	80	100

Source – Primary Data

Figure 4.15

Willingness to start enterprise in case of partnership.



Interpretation

Respondents were asked about their willingness to partner up with someone else in order to start an entrepreneurial venture. About 37 Respondents (46.3%) are willing to work with partners in a joint venture, 25 respondents (31.3%) denied working with partners, and 18 respondents (22.5%) are ok to work partners with similar ideas.

4.16 Students have been putting off the need to start an enterprise due to the lack of stable income.

The level of agreement of respondents to lack of stable income led respondents to put off the need to start an enterprise are as follows:

Table 4.16

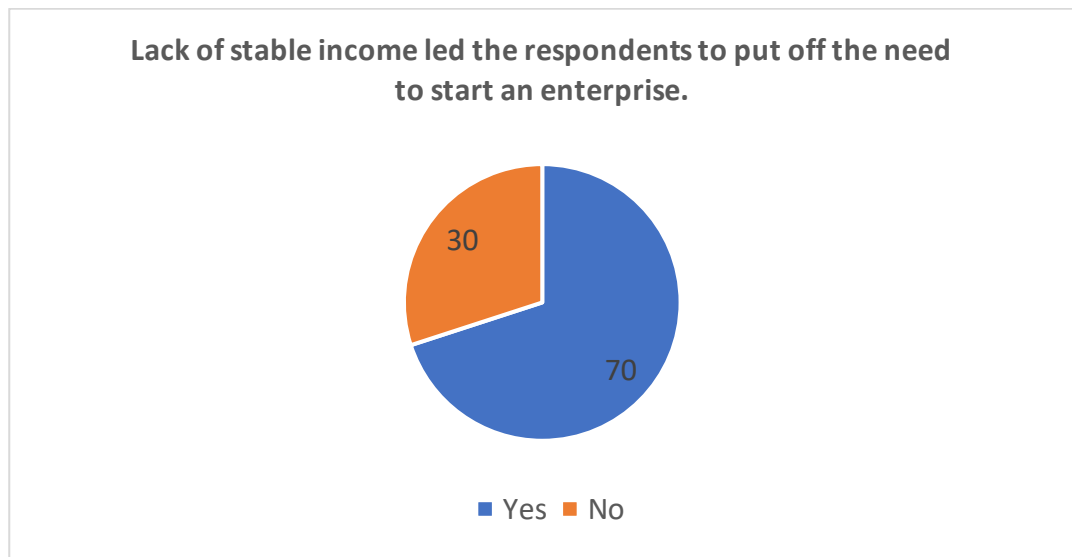
Lack of stable income led the respondents to put off the need to start an enterprise.

Level of agreement	Number of Respondents	Percentage
Yes	56	70%
No	24	30%
Total	80	100

Source – Primary Data

Figure 4.16

Lack of stable income led the respondents to put off the need to start an enterprise.



Interpretation

Respondents were asked whether they had been putting off an entrepreneurial idea for a time due to lack of required capital. 56 respondents (70%) agreed, and 24 respondents (30%) disagreed to this statement.

4.17 Awareness of technical and the legal procedures needed to start an enterprise.

Table 4.17

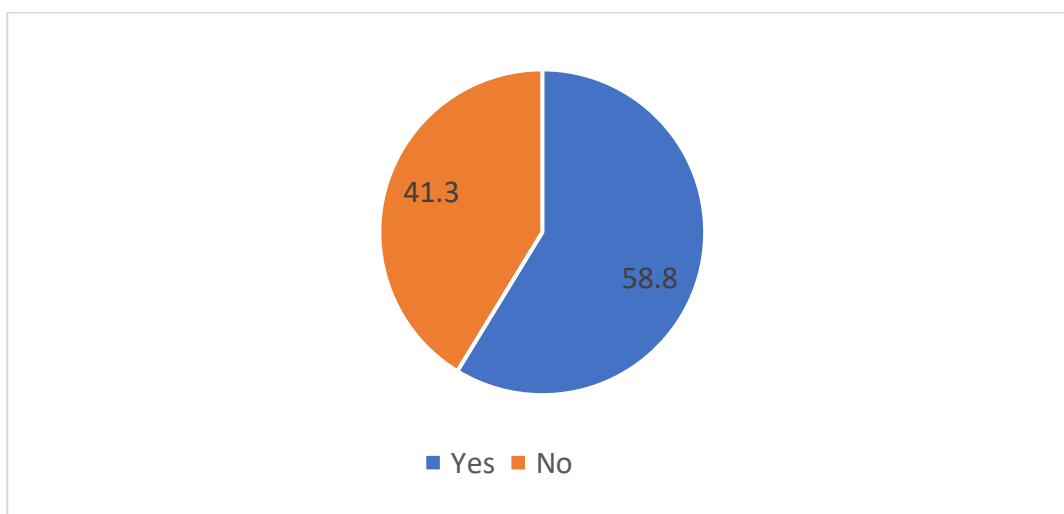
Awareness of technical and the legal procedures needed to start an enterprise.

Level of agreement	Number of Respondents	Percentage
Yes	47	58.8%
No	33	41.3%
Total	80	100

Source – Primary Data

Figure 4.17

Awareness of technical and the legal procedures needed to start an enterprise.



Interpretation

Respondents were asked about their awareness of technical and legal procedures for starting a business. Out of 80 respondents, 47 (58.8%) were aware of these procedures, while 33 (41.2%) were unaware.

4.18 Level of agreement with the following statements

4.18.1 Being an entrepreneur implies more advantages than disadvantages.

Table 4.18.1

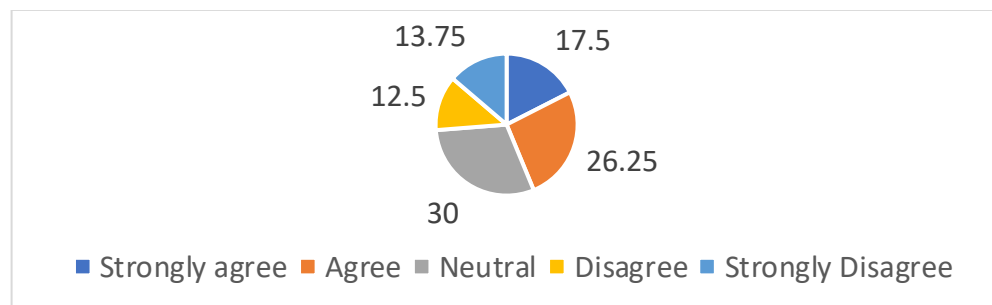
Level of agreement on being an entrepreneur implies advantages than disadvantages.

Level of agreement	Number of Respondents	Percentage
Strongly agree	14	17.5%
Agree	21	26.25%
Neutral	24	30%
Disagree	10	12.5%
Strongly disagree	11	13.75%
Total	80	100

Source – Primary Data

Figure 4.18.1

Level of agreement on being an entrepreneur implies advantages.



Interpretation

Respondents were asked about being an entrepreneur implies more advantages than disadvantages. 24 respondents (30%) have a neutral opinion on being an entrepreneur implies more advantages than disadvantages, 21 respondents (26.25%) have agreed to this statement, 14 respondents (17.5%) have strongly agreed to this statement, 11 respondents (13.75%) have strongly disagreed, and 10 respondents (12.5%) have disagreed to this statement. Hence, Major portion of the respondents have a neutral opinion on this statement.

4.18.2 A career as entrepreneur is attractive.

The level of agreement of respondents on “A career as entrepreneur is attractive” are as follows:

Table 4.18.2

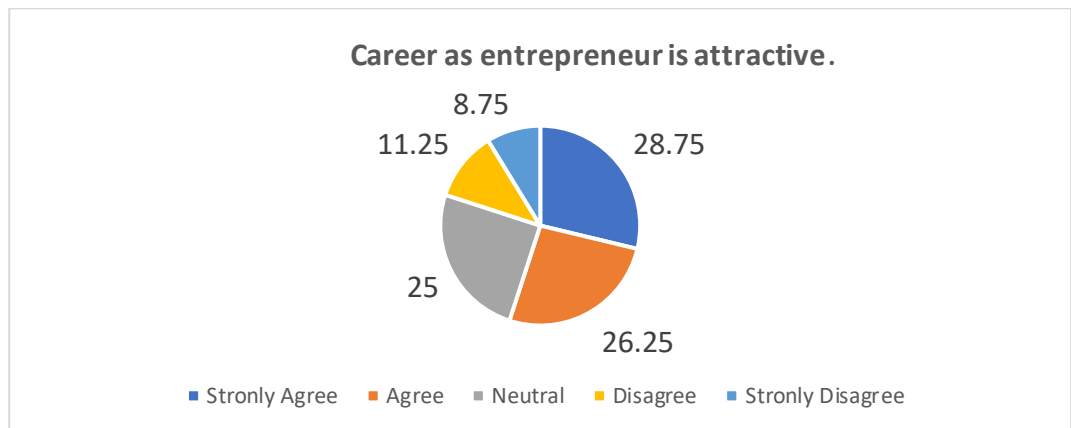
Career as entrepreneur is attractive.

Level of agreement	Number of Respondents	Percentage
Strongly agree	23	28.75%
Agree	21	26.25%
Neutral	20	25%
Disagree	9	11.25%
Strongly disagree	7	8.75%
Total	80	100

Source – Primary Data

Figure 4.18.2

Career as entrepreneur is attractive.



Interpretation

The respondents were asked whether career as an entrepreneur is attractive, 23 respondents (28.75%) had strongly agreed that career as an entrepreneur is attractive, 21 respondents (26.25%) had also agreed to this statement, 20 respondents (25%) have a neutral opinion about this statement, 9 respondents (11.25%) have disagreed, and 7 respondents (8.75%) had strongly disagreed. Hence, major portion of the respondents had strongly agreed that “A career as an entrepreneur is attractive”.

4.18.3 If I had the opportunity and resources, I'd like to start a firm.

The level of agreement of respondents to this statement are as follows:

Table 4.18.3

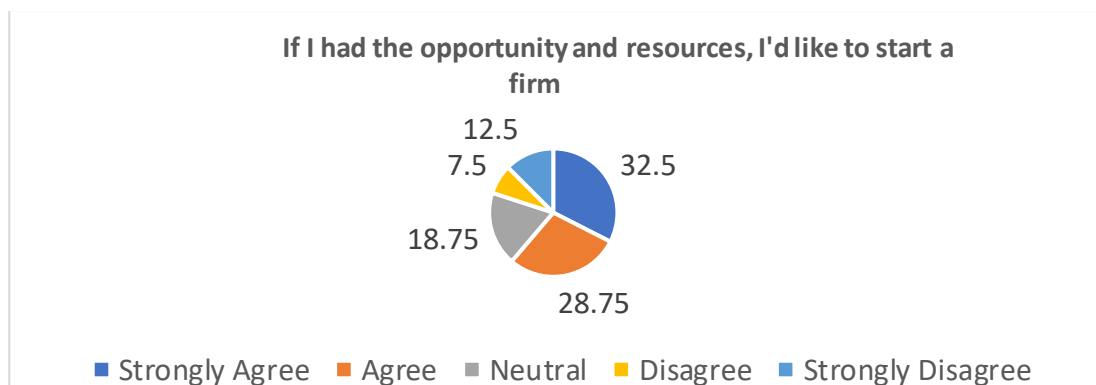
If I had the opportunity and resources, I'd like to start a firm.

Level of agreement	Number of Respondents	Percentage
Strongly agree	26	32.5%
Agree	23	28.75%
Neutral	15	18.75%
Disagree	6	7.5%
Strongly disagree	10	12.5%
Total	80	100

Source – Primary Data

Figure 4.18.3

If I had the opportunity and resources, I'd like to start a firm.



Interpretation

The respondents were asked about whether they would start a business, if they had opportunity and resources. 26 respondents (32.5%) had strongly agreed that they would start a business if they had opportunity and resources, 23 respondents (28.75%) have agreed to this statement, 15 respondents (18.75%) have a neutral opinion about this statement, 10 respondents (12.5%) strongly disagreed, and 6 respondents (7.5%) have disagreed to this statement. Hence, Major portion of the respondents have strongly agreed that they would like to start a business, if they had enough opportunity and resources.

4.18.4 Being an entrepreneur would entail great satisfactions for me.

The level of agreement of respondents on being an entrepreneur would entail great satisfaction are as follows:

Table 4.18.4

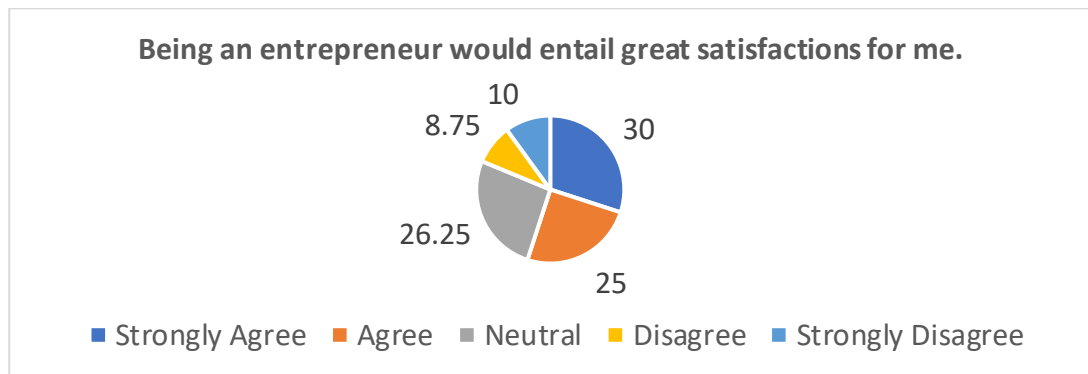
Being an entrepreneur would entail great satisfactions for me.

Level of agreement	Number of Respondents	Percentage
Strongly agree	24	30%
Agree	20	25%
Neutral	21	26.25%
Disagree	7	8.75%
Strongly disagree	8	10%
Total	80	100

Source – Primary Data

Figure 4.18.4

Being an entrepreneur would entail great satisfactions for me.



Interpretation

The respondents were asked about being an entrepreneur would entail great satisfaction. 24 respondents (30%) have strongly agreed that being an entrepreneur will entail great satisfaction, 21 respondents have a neutral opinion about this statement, while 20 respondents (25%) agreed to this statement, 8 respondents had strongly disagreed to this statement and 7 respondents (8.75) disagreed. Hence, major portion of the respondents have strongly agreed that being an entrepreneur will entail great satisfaction than working under someone else.

4.18.5 Among various options, I'd rather be an entrepreneur.

Response of respondents are as follows:

Table 4.18.5

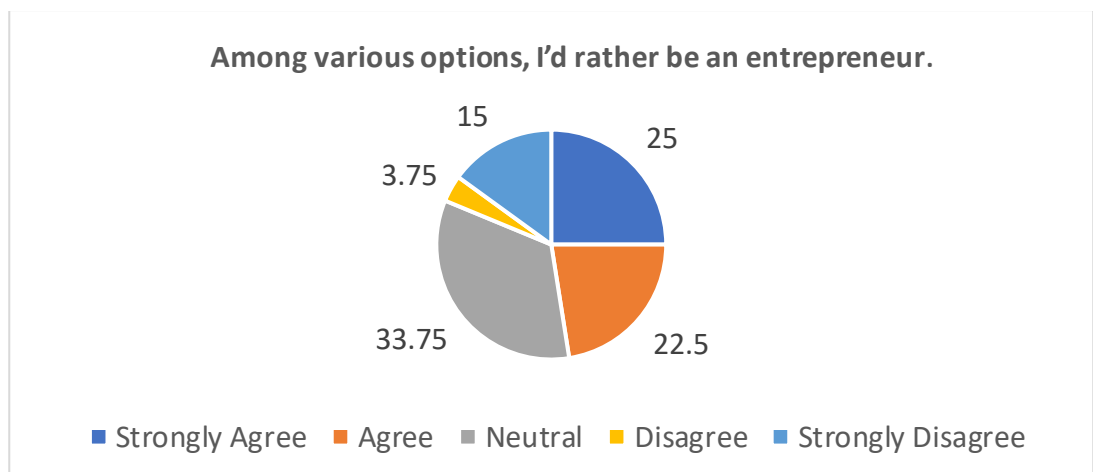
Among various options, I'd rather be an entrepreneur.

Level of agreement	Number of Respondents	Percentage
Strongly agree	20	25%
Agree	18	22.5%
Neutral	27	33.75%
Disagree	3	3.75%
Strongly disagree	12	15%
Total	80	100

Source – Primary Data

Figure 4.18.5

Among various options, I'd rather be an entrepreneur.



Interpretation

The respondents were asked about, would they choose to be an entrepreneur among various options. 27 respondents (33.75%) have a neutral opinion about this statement, while 20 respondents (25%) have strongly agreed to this statement, 18 respondents (22.5%) had agreed, 12 respondents (15%) had strongly disagreed, and 3 respondents (3.75%) had disagreed. Hence, Major portion of the respondents have a neutral opinion on choosing entrepreneurship among various options.

4.19 Level of approval from your close family on your decision to start a firm.

The level of approval from close family of respondents on their decision to start a firm are as follows:

Table 4.19

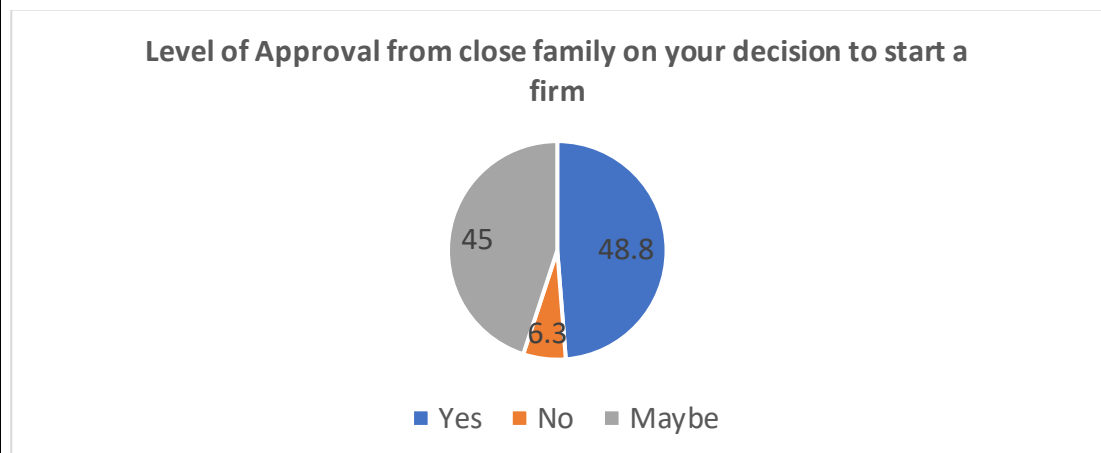
Level of Approval from close family on your decision to start a firm.

Level of approval	Number of Respondents	Percentage
Yes	35	48.8%
No	45	6.3%
Maybe	36	45%
Total	80	100

Source – Primary Data

Figure 4.19

Level of approval from close family on your decision to start a firm.



Interpretation

Respondents were asked about the approval from their family of their decision to start an enterprise. 39 respondents (48.8%) have agreed that they will get approval from their close family, 36 respondents (45%) have a neutral opinion about the statement, 5 respondents have disagreed about the approval from their family. Hence, major portion of the respondents have agreed that they will get approval from their close family to start a business.

4.20 Level of agreement with the following sentences

4.20.1 Entrepreneurial activity clashes with the culture in my country.

Level of agreement of respondents are as follows:

Table 4.20.1

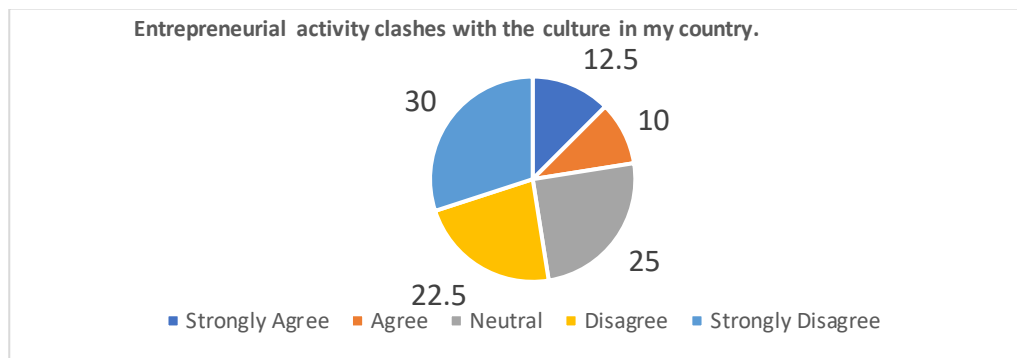
Entrepreneurial activity clashes with the culture in my country.

Level of agreement	Number of Respondents	Percentage
Strongly agree	10	12.5%
Agree	8	10%
Neutral	20	25%
Disagree	18	22.5%
Strongly disagree	24	30%
Total	80	100

Source – Primary Data

Figure 4.20.1

Entrepreneurial activity clashes with the culture in my country.



Interpretation

Respondents were asked about whether the entrepreneurial activity clashes with the culture in their country. 24 respondents (30%) have strongly disagreed to this statement, 20 respondents (25%) have a neutral opinion about this statement, 18 respondents (22.5%) had disagreed, 10 respondents (12.5%) had strongly agreed to this statement and 8 respondents (10%) had agreed. Hence, major portion of the respondents have disagreed to the statement “Entrepreneurial activity clashes with the culture of their country.

4.20.2 The entrepreneur's role in the economy is not sufficiently recognised.

The level of agreement of respondents are as follows:

Table 4.20.2

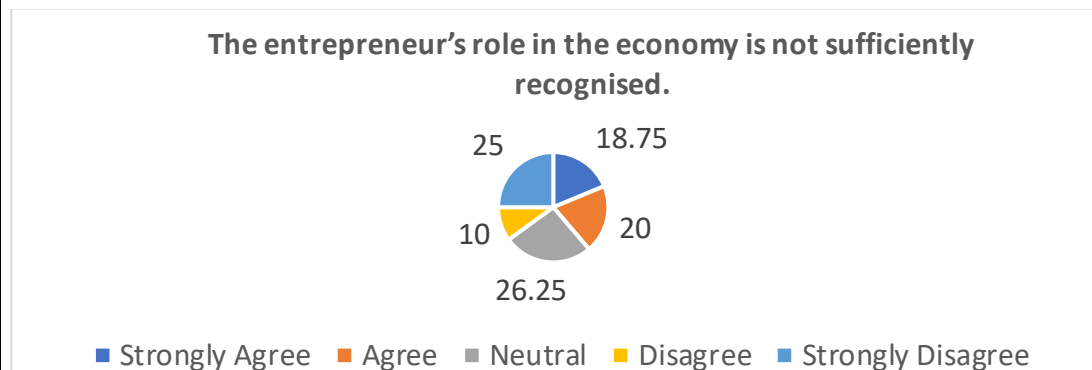
The entrepreneur's role in the economy is not sufficiently recognised.

Level of agreement	Number of Respondents	Percentage
Strongly agree	15	18.75%
Agree	16	20%
Neutral	21	26.25%
Disagree	8	10%
Strongly disagree	20	25%
Total	80	100

Source – Primary Data

Figure 4.20.2

The entrepreneur's role in the economy is not sufficiently recognised.



Interpretation

The respondents were asked about whether the role of entrepreneurs in economy is not sufficiently recognised. 21 respondents (26.25%) have a neutral opinion about the role of entrepreneurs in economy is not sufficiently utilised, 20 respondents (25%) had strongly disagreed to this statement, 16 respondents (20%) have agreed, 15 respondents (18.75%) have strongly agreed, and 8 respondents (10%) had disagreed. Hence, major portion of the respondents have a neutral opinion about this statement.

4.20.3 Entrepreneurial activity is considered too risky to be worthwhile.

. The response of the respondents are as follows:

Table 4.20.3

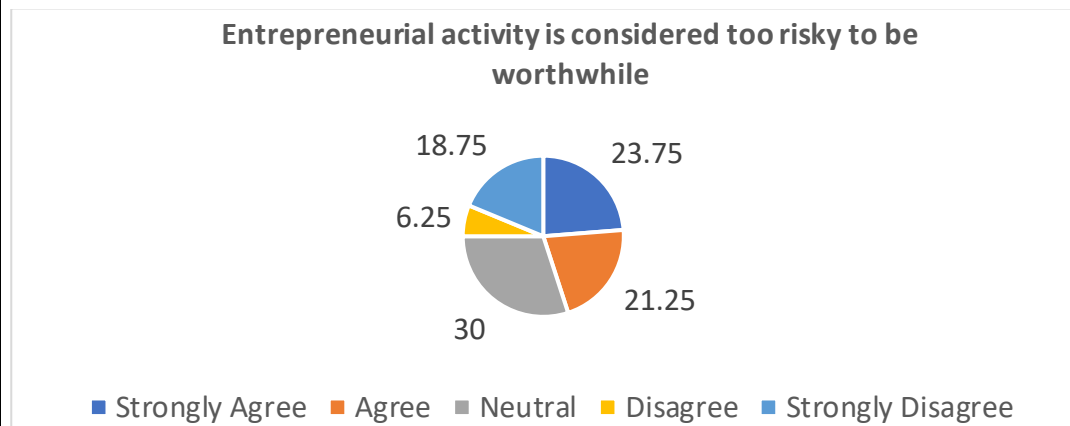
Entrepreneurial activity is considered too risky to be worthwhile.

Level of agreement	Number of Respondents	Percentage
Strongly agree	15	23.75%
Agree	16	21.25%
Neutral	21	30%
Disagree	8	6.25%
Strongly disagree	20	18.75%
Total	80	100

Source – Primary Data

Figure 4.20.3

Entrepreneurial activity is considered too risky to be worthwhile.



Interpretation

Respondents were asked about Entrepreneurial activity is considered too risky to be worthwhile. 24 respondents (30%) have a neutral opinion about this statement, 19 respondents (23.75%) had strongly agreed, 17 respondents (21.25%) had agreed to this statement, 15 respondents (18.75%) had strongly disagreed, and 5 respondents (6.25%) had disagreed to this statement. Hence, major respondents have a neutral opinion regarding entrepreneurial activity is considered too risky to be worthwhile.

FINDINGS, SUGGESTIONS, CONCLUSION

FINDINGS

- Majority of 42 respondents (52.5%) are of age group 18-21.
- Majority of 41 respondents (51.2%) agreed that entrepreneurship can be considered as a career option in today's globalised world.
- From the study most of the 36 respondents (45%) remain indecisive if they prefer white collar job over entrepreneurship.
- Majority of the 30 respondents (37.5%) agreed that they would rather be their own Boss rather than work for someone else.
- Most of the 30 respondents (37.5%) remain indecisive, while those who cannot find a decent job venture into entrepreneurship.
- Most of the 37 respondents (46.3%) agreed that it is very difficult to get a finance or loan to start a business venture while 25 students (31.2%) have a neutral opinion on the same.
- According to most of the 35 respondents, (43.8%) agreed that having sound technical knowledge is necessary to start a business.
- Majority of the 40 respondents (50%) agreed that a lack of finance is one of the main reasons why many students don't start a business or firm.
- A major section of 39 respondents (48.8%) prefers to pursue higher studies after completing their degree.
- Most of 37 students (46.3%) have attended entrepreneurial development programs/seminar.
- Most of the 63 respondents 78.8%) agreed that they had an idea they wanted to flourish into an entrepreneurial venture.
- It can be observed that majority of the 29 respondents (36.3%) agreed that there is a lot of pressure from there family to take up a job rather than venture into business.
- A major section of 45 respondents (56.3%) agreed that they have not been encouraged by schools/colleges to follow up on entrepreneurial ideas.
- Majority of the 37 respondents (46.3%) agreed that they need someone with similar ideas to start an entrepreneurial venture.

- Majority of the 56 respondents (70%) agreed that they have been putting off the need to start an enterprise due to the lack of stable income.
- According to majority of the 47 respondents (58.8%), it is agreed that one should have sound technical and legal procedures to start a business.
- Major section of 24 respondents (30%), have a neutral opinion on being an entrepreneur implies more advantageous than disadvantages.
- The study revealed that majority of 23 respondents (28.75%) agreed that a career as entrepreneur is attractive.
- A major section of 26 respondents (32.5%) agreed that if they had the opportunity and resources, they would like to start a firm.
- A major section of 24 respondents (30%) agreed that being an entrepreneur entails great satisfaction.
- The study revealed that 27 respondents (33.75) remained indecisive, as they express the culture of a country.
- Majority of the 39 respondents (48.8%) agreed that if they were to create a firm, people in their close environment would approve the decision.
- Level of agreement with the following statement.
- Most of the 24 respondents (30%) disagreed that entrepreneurial activity clashes with the culture of a country.
- Most of the 21 respondents (26.25) remain indecisive about whether the role of entrepreneurs in the economy is not sufficiently recognised.
- Most of the 24 respondents (30%), remain indecisive about entrepreneurial activity is considered too risky to be worthwhile.

SUGGESTIONS

1. Organize seminar programs for students to bring more information on the technical aspects of starting a venture.
2. Inform students about the government grants and scholarships which are been provided for innovative entrepreneurial ideas.
3. Set-up motivational sessions for students to change their worries and queries in starting a business.
4. Government could develop new schemes and programs to support entrepreneurs.
5. Established companies could collaborate with these entrepreneur ideas, which could eventually boost both.
6. Institutions should conduct entrepreneurial competitions and events which helps in bringing forward many innovative ideas of youth.

CONCLUSION

"In conclusion, this study aimed to explore the attitudes of students towards entrepreneurship and its implications. Through extensive research and analysis, it is evident that there is a growing interest and positive attitude among students towards entrepreneurship, driven by factors such as autonomy, innovation, and the desire for personal fulfilment. Additionally, it was found that exposure to entrepreneurial education and role models significantly influences students' attitudes towards entrepreneurship. However, despite the overall positive inclination towards entrepreneurship, challenges such as risk aversion, fear of failure, and lack of finance persist and need to be addressed. Therefore, it is crucial for educational institutions, to continue fostering an entrepreneurial ecosystem that nurtures and supports aspiring student entrepreneurs. By addressing these challenges and leveraging the identified motivating factors, we can cultivate a future generation of dynamic and successful entrepreneurs who contribute to economic growth and societal development."

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