



A STUDY AMONG COLLEGE STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP IN KANYAKUMARI DISTRICT

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ABSTRACT

Entrepreneurship has contributed significantly to economic development and social stability. India currently facing the problem of high unemployment rates among youth. Due to their lack of job experience, and inadequate skill-based education, particularly college graduates. Nowadays, most institutions like universities and colleges include entrepreneurship in their curriculum. But it is evident that the nation's entrepreneurship levels are still stagnant. The number of young people enrolling in higher education has increased, which leads to the challenging job market for low-skilled individuals. This paper is attempted to study the attitude toward entrepreneurship among college students in Kanyakumari district.

Keywords: Entrepreneurship, economic development, job market

INTRODUCTION

Entrepreneurship has become a buzzword. Policy makers, economists, academics and even university students are talking about it. Seminars, conferences, workshops are being organized every year across the world which emphasizes on the importance of entrepreneurship to country, society as well as individual development. Entrepreneurship plays a vital role for new venture creation, existing venture expansion, social, technical and economic development of the country. At present the importance of entrepreneurship goes much further

Today's knowledge-based economy is a fertile ground for entrepreneurs in India. It is rightly believed that India has an extraordinary talent pool with virtually limitless potential to become entrepreneurs. Therefore, it is important to get committed to creating the right environment to develop successful entrepreneurs. Many college graduates struggle to find employment that matches the degree they completed. Many organizations, including the government, have recognized entrepreneurship education as a potential strategy for enhancing young people's employment opportunities and promoting social and economic well-being at the same time. Universities and colleges have introduced a number of graduate programmes for undergraduates and recent graduates in entrepreneurship and small company administration. In order to increase prospects for self-employment and lower unemployment, business development plays a more significant role in emerging nations like India than it does in developed ones. The study is conducted, specifically among college students who have sought to understand their attitude toward entrepreneurship.

REVIEW OF LITERATURE

S.Arunkumar, J Jose prabhu, S Divya, V Sangari, S Nandhini, R Prasanna, S,Prakash (2018), tried to analyse how an individual's entrepreneurship attitude differs from others. The study revealed the overall student's attitude towards entrepreneurship and it influence positive attitude. The researchers suggested the academic institution should encourage students to consider entrepreneurship and they will run their own business to have more flexibility in their personal and family life.

Fasla N P (2017), the study revealed that most of the students are of the opinion that are entrepreneurship is good. The present management education system does not focus on entrepreneurship development.

Mapfaira and setibi (2014), found that there are some poor attitude of students towards entrepreneurship because of lack of technical support, difficulty in accessing finance etc.

OBJECTIVES OF STUDY

1. To examine the attitude of college students towards the entrepreneurship.
2. To find out the factors that attract students towards entrepreneurial career.
3. To suggest measures to promote entrepreneurship among students.

RESEARCH METHODOLOGY

The study was carried out to identify the Attitude of college students Towards Entrepreneurship. The data was collected using primary data and secondary data. Primary Data is collected through a well-structured questionnaire from 120 respondents of Kanyakumari district using convenient sampling method. Data is presented in tables. Secondary data was collected from published articles such as journals, books, internet websites.

ANALYSIS AND INTERPRETATION

Table 1: Gender wise classification

Gender	No. of respondents	Percentage (%)
Male	62	51.67
Female	58	48.33
Total	120	100

Source: Primary data

From the above table, 51.67% of the respondents are male and 48.33% are female.

Table 2: Area of resident wise classification of respondents

Area	No. of respondents	Percentage (%)
Urban	37	30.83
Semi Urban	44	36.67
Rural	39	32.50
Total	120	100

Source: Primary data

Table 2 shows that majority of the respondents (36.67%) resides in semi urban area and second major category (32.50%) resides in rural areas.

Table3: Opinion in considering entrepreneurship as a career

	No. of respondents	Percentage (%)
Strongly agree	36	30.00
Agree	31	25.83
Neutral	28	23.33
Disagree	19	15.83
Strongly disagree	6	5.00
Total	120	100

Source: Primary data

Table 3 shows that majority of the respondents (30%) agrees to consider entrepreneurship as a career and 5% of students strongly disagree to consider it as a career in the growing economy.

Table4: Opinion of respondents as entrepreneurship is risky business

	No. of respondents	Percentage (%)
Strongly agree	31	25.83
Agree	29	24.17
Neutral	39	32.50
Disagree	12	10.00
Strongly disagree	9	7.50
Total	120	100

Source: Primary data

Table 4 shows that 32.5% of the students have a neutral opinion in entrepreneurship as a risky business. About 25.83% of college students considered entrepreneurship as risky business and only 7.5% respondents are of the opinion that it is not a risky option.

Table5: Attitude towards entrepreneurship as a rewarding career

	No. of respondents	Percentage (%)
Strongly agree	21	17.50
Agree	17	14.17
Neutral	41	34.17
Disagree	18	15.00
Strongly disagree	23	19.17
Total	120	100

Source: Primary data

Majority of the respondents (34.17%) are of neutral opinion as entrepreneurship a rewarding career. About 19.17% are of the attitude that entrepreneurship is not a rewarding career.

Table6: Attitude of students on difficulty in getting finance for new business venture

	No. of respondents	Percentage (%)
Strongly agree	52	43.33
Agree	40	33.33
Neutral	11	9.17
Disagree	8	6.67
Strongly disagree	9	7.50
Total	120	100

Source: Primary data

Table 6 shows the attitude of students on difficulty in getting finance for new business venture. Majority of the students (43.33%) strongly agrees that there is difficulty in getting loan or other financial source for the satisfying the need of new business venture. Only 6.67% of the respondents disagree that there is no much difficulty in arranging finance for business.

Table7: View of students in having sound technical knowledge to start a business

	No. of respondents	Percentage (%)
Strongly agree	11	9.17
Agree	19	15.83
Neutral	43	35.83
Disagree	40	33.33
Strongly disagree	7	5.83
Total	120	100

Source: Primary data

Majority of the students (35.83%) have a neutral opinion on the requirement of technical knowledge in starting business. Only 9.17% respondents strongly agrees that there is a need for sound technical

knowledge in starting business and 5.83% strongly disagrees that there is no need for technical knowledge.

Table 8: Attitude of students on the statement “I would rather be my own boss than work for someone”

	No. of respondents	Percentage (%)
Strongly agree	18	15.00
Agree	19	15.83
Neutral	49	40.83
Disagree	26	21.67
Strongly disagree	8	6.67
Total	120	100

Source: Primary data

Majority of the respondents (40.83%) are of neutral opinion on the statement. About 21.676% of students disagree with the statement and only 15% strongly agrees to it.

FINDINGS

1. Majority of the respondents (30%) agrees that they consider entrepreneurship as a career and 5% of students strongly disagree to consider it as a career in the growing economy.
2. About 32.5% of the students have a neutral opinion in entrepreneurship as a risky business. About 25.83% of B. Com students considered entrepreneurship as risky business and only 7.5% respondents are of the opinion that it is not a risky option.
3. Majority of the respondents (34.17%) are of neutral opinion as entrepreneurship a rewarding career. About 19.17% are of the attitude that entrepreneurship is not a rewarding career.
4. Majority of the students (43.33%) strongly agrees that there is difficulty in getting loan or other financial source for the satisfying the need of new business venture. Only 6.67% of the respondents disagree that there is no much difficulty in arranging finance for business.
5. Majority of the students (35.83%) have a neutral opinion on the requirement of technical knowledge in starting business. Only 9.17% respondents strongly agrees that there is a need for sound technical knowledge in starting business and 5.83% strongly disagrees that there is no need for technical knowledge.

SUGGESTIONS

1. Schools and colleges should conduct seminars and other awareness classes on entrepreneurship.
2. Entrepreneurship development agencies play an important role in creating awareness about entrepreneurship among the student community and the people at large. It is, thus required to conduct free workshops to create more awareness.
3. Regular training programs should be organized periodically for the students at the graduation level.
4. Support from parents, government, educational institution, society etc. is essential for creating confidence among students to inculcate the culture of entrepreneurship.
5. There is a need for inculcating and fostering entrepreneurial personalities in students.

CONCLUSION

Entrepreneurship has become widely acceptable profession in all over the world. Entrepreneurs create job for others, they introduce new inventions, products and services. They significantly contribute to the growth of the economy. The analyses of this study, the majority of the students are interested in and encourage the entrepreneurial career in future. It was found that most



of students are interested to pursue entrepreneurial career in future. The desire for independence and status recognition was a considerable factor for entrepreneurial intentions.

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