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A STUDY ON STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN ALLEPPEY DISTRICT

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Abstract: Entrepreneurship is the fundamental factor for the economic development. It has a great role especially in developing countries like India. A constant and stable economic development happened only through the increase of entrepreneurs. Educational unemployment is one of the serious problems faced by our state, Kerala. So entrepreneurship has a major role under these circumstances to solve this problem. Today's college students are the future entrepreneurs of the country. The determinants and pattern of entrepreneurial culture is directly linked to the government policies, the social support system and the quality of education prevailing in a country. So this work entitled to analyze "the attitude of students towards entrepreneurship with special reference to college students"

Key words: entrepreneurship, student's attitudes,

Introduction

Stable and constant economic development of a nation is always depends upon entrepreneurship development in the country. An entrepreneur is a person, who provides something new to the economy. New and new entrepreneurs will decide the future development of a nation. The determinants and pattern of entrepreneurial culture is directly linked to the government policies, the social support system and the quality of education prevailing in a country.

Statement of the problem

Entrepreneurship is the fundamental factor for the economic development. It has a great role especially in developing countries like India. A constant and stable economic development happened only through the increase of entrepreneurs. Educational unemployment is one of the serious problems faced by our state, Kerala. So entrepreneurship has a major role under these circumstances to solve this problem. Today's college students are the future entrepreneurs of the country. So many studies are carried out among management and professional graduate students. But not much of work is done among students in arts and Science College. So under this situation it is

necessary to identify the attitude of college students towards entrepreneurship among arts and Science College. So this work entitled to analyze “the attitude of students towards entrepreneurship with special reference to college students”

Objectives of the study

1. To find out the attitudes of college students towards entrepreneurship.
2. To find out the factors influencing students towards entrepreneurship
3. To suggest suitable measures to encourage entrepreneurship among college students.

Scope of the study

The present study is limited to analyze the attitude of students in arts and Science College in alleppey district towards entrepreneurship and also find out the various factors influencing the student’s attitude towards entrepreneurship.

Significance of the study

This study is help to improve the entrepreneurship programmes to promote entrepreneurship and to develop a country. It also helps policy makers to make policies that favor entrepreneurship and develop entrepreneurship oriented society.

Research methodology of the study

The research methodology of the study is explained below

Sample and sources of data

This study is explorative in nature by using primary and secondary data. Primary data were collected from 120 students in arts and science in alleppey district by using structured questionnaire. Samples were selected by using convenient sampling method. The students are included in this study was third year degree students. Secondary data were collected from various published materials like; journal, publications articles and website related to the subject under study. The collected data were tabulated and analyzed. Simple percentage method is used for the interpretation. Tables and figures were given for easy understanding. Chi –square test is used for the testing of hypothesis.

Limitations of the study

1. Cost and time are the primary constrains of the present study.
2. Accuracy of the study depends upon the reliability of the data given by the respondents.
3. This study is limited to small sample size so the generalization of the result of the study is difficult.

DATA ANALYSIS AND INTERPRETATION

Table no. 1 gender wise classification

Sex	No. of Respondents	Percentage
Male	45	37.5
Female	75	62.5
Transgender	0	0
Total	120	100

Table no 1 is revealed that 62.5% of the respondents are female only 37.5% are male respondents

Table no. 2 after the course

OPTIONS	No. of respondents	Percentage
Professional	36	30
Entrepreneur	12	10
Higher studies	39	32.5
Employee	15	12.5
Agriculture	0	0
Not yet decide	12	10
Other	6	5
Total	120	100

As per the table no.2 shows that 32.5% of the students are go for the higher studies after their degree course.30% of the respondents are choose professional courses. Only 10% percentage of students is ready to start a business unit after the degree. A serious marking is that, single students are not ready to go for the agricultural activity.

Table no.3 inspiration during the study

Options	No. of Respondents	Percentage
Yes	51	42.5
No	69	57.5
Total	120	100

As per the above statistics 57.5% of respondents are not get any inspiration for starting a new venture during their study.

Table no. 4 expecting concessions

Options	No. of Respondents	Percentage
Tax benefits	24	20
Rebates	6	5
Subsidies	66	55
Loan at low interest	12	10
New policies and law	6	5
Interest free loan	6	5
Total	120	100

As per the table no.4, it shows that 66% of the respondents are expecting various types of subsidies from the authorities for starting new business unit

Table no. 5 Attending any Entrepreneurship Development Programme.

Options	No. of Respondents	Percentage
Yes	21	17.5
No	99	82.5
Total	120	100

Above table shows that 82.5% of the respondents are not attended any type of entrepreneurship develop programme during their study. It can be considered as a major factor behind the uninterested in starting a business after completing the course.

Hypothesis testing

H₀: students are not interested in entrepreneurship

O	E	(O-E) ²	(O-E) ² /E
36	17	361	21.23
12	17	25	1.47
39	17	484	28.47
15	17	4	0.23
0	17	0	0
12	17	25	1.47
6	18	144	8
120	120		60.87

$$\chi^2 = \frac{(O-E)^2}{E} = 3.58$$

Degree of freedom = 7-0-1 =6

Table value= 12.592

Calculated value is less than the table value. There is no goodness of fit between observed and expected frequencies. So null hypothesis is accepted

Students are not interested in entrepreneurship.

Major findings of the study

The summary of the analysis is listed below

1. 62.5% of the respondents are female.
2. Only 10 % of the respondents are ready to start a business after completing their study and 62.5% are preferred to go for higher or professional studies.
3. Single student is not ready to go for any type of agricultural activity
4. 57.5% of the respondents are not getting any type inspiration during their study period.
5. 66% of the respondents are expecting various types of subsidies from the authorities.
6. 82.50% of the respondents are not take part in any entrepreneurial development programme in their study period.

Conclusion

The present study is indented to find out the entrepreneurship attitude of college students in Arts and Science College in alleppey district. As per the detailed analysis and interpretation, we conclude that, the students are not interested in entrepreneurship. The present higher education system does not develop or create interest among the students for setting up their own business units. The current system is meant only for higher studies. Various types or forms of subsidies from the government are most influencing factor among the students for starring their own new venture. Most of the students are not handling any entrepreneurship development programme.

Suggestions

Based on the findings and conclusion the following suggestions were made

1. The authorities must start entrepreneurship development club in each college
2. The students must provide minimum 5 Entrepreneurship Development programmes.
3. For creating entrepreneurial attitude among the students , the authorities will conduct industrial visit, startups visit and make an interaction with successful business men or young entrepreneurs
4. District industries centre arrange entrepreneurship awareness programmes in colleges.

References

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