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Entrepreneurial Interest And Startup Policy Awareness Among Higher Education Students In Gorakhpur District, Uttar Pradesh:

A Survey-Based Study

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Abstract

The concept of startup involves a new venture formed by an innovative business product, providing an opportunity for youth to develop themselves as young and premier entrepreneurs with unique business models. Startup businesses are the backbone of the development of the secondary sector of any country. Therefore, governments are focusing on developing startup-friendly policies and incentives. The study aims to investigate the interest and awareness of students in higher education institutions in Gorakhpur district regarding startup opportunities and resources available to them.

Key words:- Startup, Higher Education, Awareness, Entrepreneurship

1. Introduction

Startup is a revolutionary model that is an excellent way to start a business in today's time. Through this model, if today's youth have a good idea that can meet people's needs, it can be transformed into a good business model through startup. According to Steve Blank, a well-known entrepreneur and startup expert, who defined a startup as "a temporary organization designed to search for a repeatable and scalable business model" in his book "The Startup Owner's Manual" (2012). Eric Ries, another prominent entrepreneur and author, who defined a startup as "a human institution designed to create a new product or service under conditions of extreme uncertainty" in his book "The Lean Startup" (2011). The National Venture Capital Association (NVCA), which defines a startup as "a company that is in the early stages of development, typically with high growth potential". The Uttar Pradesh government has introduced provisions in the Uttar Pradesh Startup Policy 2020 to develop entrepreneurship aptitude in students through school syllabus, faculty development programs, and student projects. This initiative aims to promote entrepreneurship and innovation among students, starting from the school level. The policy also encourages universities to provide resources and support to student startups, such as incubation centers, mentorship programs, and funding opportunities.

2. Review of literature

Mohan Alex & R.S.Balakumar(2023) This study focuses entrepreneurial intention among the post graduate students and the area covered under this study is Noida Uttar Pradesh. covered both private and public universities In Noida, Uttar Pradesh. The concluded that the post graduate student have interest in entrepreneurship and college and university support was also there and these learning can inspire them to be a entrepreneur but there is need to action from the students side.

Dr. Vandana Nasa & Dr. Susheela(2022) This research focuses on entire program of "Startup India". studied about role of government in promotion startups such as "Make in India" campaign, "standup India", "Digital India", "Research Parks etc.

3. Need for the study

Startup is a new identity for all new business initiators, and considering the importance of startups in Uttar Pradesh, the Uttar Pradesh Startup Policy 2020 was launched. This policy is a significant step by the UP government towards promoting self-employment among aspiring entrepreneurs. However this study focuses on Gorakhpur district in Uttar Pradesh to understand the interest and awareness of higher education students regarding startups.

4. Objective of the study

- To assess the level of awareness and interest among higher education students in Gorakhpur district regarding startup opportunities.
- To examine the entrepreneurial interest and intentions among higher education students in Gorakhpur district, Uttar Pradesh.
- To compare and analyze the challenges faced by rural and urban youth in starting a startup and to assess whether rural youth face more challenges than their urban counterparts.

5. Methodology

The survey approach is the primary foundation of this investigation. The information was gathered straight from Gorakhpur's higher education students at different institutions. This study also made use of secondary data, which were gathered from books, journals, and other sources.

6. Sample design

Convenient sampling is one of the sample strategies employed in the study. The study area has expanded throughout Uttar Pradesh Gorakhpur district. For the study, 50 responders were chosen as samples.

7. Tools for analysis

Simple percentage method is used to analyses the data collected from the sample students of higher education in Gorakhpur, Uttar Pradesh.

8. Data analysis and interpretation

Table 1. Gender

| Sr. No. | Particular | Frequency | Percentage |
|---------|------------|-----------|------------|
| 1 | Male | 27 | 54% |
| 2 | Female | 23 | 46% |
| Total | | 50 | 100 |

Source: - Primary Data

The above Table showing that Males constitute 54% of the respondents, Indicating a slight majority. Females make up 46% of the respondents, showing a significant presence.

Table 2. What is your understanding of a startup? (Select one)?

| Sr. No. | Particular | Frequency | Percentage |
|---------|-----------------------------|-----------|------------|
| 1 | A New Business idea | 29 | 58% |
| 2 | A Small Business | 9 | 18% |
| 3 | A Technology based business | 7 | 14% |
| 4 | Other | 5 | 10% |
| Total | | 50 | 100% |

Source: - Primary Data

The results showed: 59% of respondents relate startups to new business ideas. 18% consider small businesses as startups. 14% of respondents think startups are technology based business. Remaining percentage not specified.

Table 3. Are you aware of the Uttar Pradesh Startup Policy 2020?

| Sr. No. | Particular | Frequency | Percentage |
|---------|------------|-----------|------------|
| 1 | Fully | 10 | 20% |
| 2 | Partially | 20 | 40% |
| 3 | Not at all | 20 | 40% |
| Total | | 50 | 100% |

Source: - Primary Data

According to the survey findings, 20% of the respondents possess comprehensive knowledge about Uttar Pradesh startup policy 2020, while 40% have partial awareness. Conversely, 20% of the respondents demonstrated a lack of awareness regarding this topic.

Table 4. Are you interested in starting your own startup ?

| Sr. No. | Particular | Frequency | Percentage |
|---------|------------|-----------|------------|
| 1 | Yes | 36 | 72% |
| 2 | NO | 12 | 24% |
| 3 | Neutral | 2 | 4% |
| Total | | 50 | |

Source: - Primary Data

A significant majority of respondents (72%) expressed interest in starting their own startup, indicating a strong entrepreneurial spirit. Only 24% of respondents showed no interest in starting a startup. A small percentage (4%) of respondents remained neutral.

Table 5:- What motivates you to start a startup? (Select one)

| Sr. No. | Particular | Frequency | Percentage |
|---------|------------------------|-----------|------------|
| 1 | Financial independence | 26 | 52% |
| 2 | Innovation | 8 | 16% |
| 3 | Job creation | 4 | 8% |
| 4 | Others | 9 | 18% |
| Total | | 50 | 100% |

Source: - Primary Data

The primary motivation for starting a startup is financial independence, with 52% of respondent selected it. Innovation is the second most popular motivation, with 16% of respondents selecting this option.

Table 6. Have you attended any startup events/conferences?

| Sr. No. | Particular | Frequency | Percentage |
|---------|----------------|-----------|------------|
| 1 | Yes | 18 | 36% |
| 2 | No | 6 | 12% |
| 3 | Not interested | 3 | 6% |
| Total | | 50 | 100% |

Source: - Primary Data

A significant percentage of respondents (36%) have attended startup events or conferences, indicating some level of engagement with the startup ecosystem. A substantial percentage of respondents (56%) suggesting a potential disconnect from the startup community. A small percentage of respondents (6%) expressed no interest in attending startup events or conferences.

Table 7. Do you think urban youth have better access to startup resources?

| Sr. No. | Particular | Frequency | Percentage |
|---------|------------|-----------|------------|
| 1 | Yes | 44 | 88% |
| 2 | No | 3 | 6% |
| 3 | May be | 3 | 6% |
| Total | | 50 | 100 |

Source: - Primary Data

A vast majority of respondents (88%) believe that urban youth have better access to startup resources. Only 6% of respondents think that urban youth do not have better access to startup resources. A small percentage of respondents (6%) are unsure about it.

Table 8. Do you think rural youth face more challenges in starting a startup?

| Sr. No. | Particular | Frequency | Percentage |
|---------|------------|-----------|------------|
| 1 | Yes | 40 | 80% |
| 2 | No | 7 | 14% |
| 3 | Cannot say | 3 | 6% |
| Total | | 50 | 100% |

Source: - Primary Data

A significant majority (80%) of respondents believe that rural youth face more challenges in starting a startup. Only 14% of respondents disagree with the statement, indicating that most respondents acknowledge the challenges faced by rural youth.

9. Findings

- The survey sample consists of 54% males and 46% females.
- Only 20% of respondents are fully aware of the Uttar Pradesh Startup Policy 2020. A substantial percentage (40%) of respondents is not aware of the policy at all.
- Financial independence is the primary motivation for starting a startup (52%).
- The data suggests that while some respondents (36%) are engaged with the startup ecosystem through event attendance, a larger (56%) proportion remains disconnected.
- A significant majority (80%) believe that rural youth face more challenges in starting a startup.
- Limited access to resources, infrastructure, and networking opportunities are potential challenges faced by rural youth.

10. Conclusion

On one hand, financial independence emerges as a key motivator for starting a startup, indicating a strong entrepreneurial spirit. However, the lack of awareness about the Uttar Pradesh Startup Policy 2020, with only 20% of respondents being fully aware, highlights a significant knowledge gap. Furthermore, the study underscores the challenges faced by rural youth, with 80% of respondents believing that they face more obstacles in starting a startup. Limited access to resources, infrastructure, and networking opportunities are cited as major hurdles.

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